Employers and Apprenticeship in Canada
NOTE TO READERS:
The opinions and interpretations in this publication are those of the author and do not necessarily reflect those of the Government of Canada. The opinions expressed in this report do not necessarily represent the views or official policies of the Canadian Apprenticeship Forum – Forum canadien sur l’apprentissage (CAF-FCA) or other agencies or organizations that may have provided support, financial or otherwise, for this project.

It is crucial that, on an ongoing basis, stakeholders continue to have an open dialogue about human-resources practices in the skilled trades and it is hoped this research can contribute to that discussion.

ACKNOWLEDGMENTS:
Funded [in part] by the Government of Canada’s Sector Council Program. The CAF-FCA would like to thank all the members of the project working group for the time they gave to this project, and R.A. Malatest and Associates for conducting the research.
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Purpose

This report summarizes information on employers’ hiring practices and attitudes toward apprenticeship based on surveys that were completed in February 2011 with employers in the skilled trades from across Canada. This report builds on previous work the CAF-FCA has done. In 2006, CAF-FCA obtained baseline data on employers’ attitudes and perceptions toward apprenticeship and apprenticeship training. Through the follow-up 2011 surveys, any changes or continuities can now be tracked. When appropriate, this report makes comparisons between the 2006 and 2011 findings.

Employers are crucial to effective workplace training and providing apprentices with the opportunities to access apprenticeship training. Future skills shortages and negative impacts on the economy, such as a lack of competitiveness and innovation and low productivity, can be mitigated, in part, through the successful participation of employers in apprenticeship training. In order to increase employer participation in apprenticeship, the apprenticeship community needs to have an accurate and up-to-date understanding of employers’ current rates of participation, practices and attitudes in order to assess whether collective efforts are having an impact and where future efforts should be focused.

Objectives

The overall objectives of the study were to:

» Track changes in employer perceptions and attitudes toward apprenticeship and apprenticeship training.
» Ascertain the current level of employer participation in apprenticeship and apprenticeship training.
» Assess awareness of apprenticeship and apprenticeship training among employers.
» Identify any gaps or areas where additional work or outreach could be done to encourage employer investment in apprenticeship and apprenticeship training.

Summary of Main Findings

» Employer participation overall has remained relatively constant and now sits at 19 per cent.
» Increases in apprentices hired per employer can be seen in Construction and Manufacturing and Mining.
» Approximately half of employers with journeypersons and who are familiar with apprentices and apprenticeship training have apprentices.
» Employers who are familiar with apprenticeship have a very positive perception of it.
» Compared to the past, employers have more positive attitudes about the business case for apprenticeship training.
» Some employers share CAF-FCA’s return on training investment (ROTI) research with other employers and they feel it is effective at encouraging other employers to hire apprentices.
» Most employers are unaware of the supports offered by CAF-FCA, the federal government, provinces and territories.
» Top priorities for CAF-FCA as identified by employers:
  • Promote the opportunities and benefits of apprenticeship to youth.
  • Promote the use of Essential Skills at high school/post-secondary levels to produce better-prepared candidates.
  • Bring employers together to discuss apprenticeship and training issues.
Key takeaways for CAF-FCA

» Employers have more positive attitudes toward the business case for apprenticeship. This may be an indication of the impact of work done by the apprenticeship community in promoting the return on training investment research.

» The lack of awareness among some employers about the supports available indicates continued efforts to communicate with employers are worthwhile.

» Employers see a role for CAF-FCA in bringing employers together to discuss training issues. This builds on work previously and currently being conducted in terms of the National Forum Dialogues, conferences, presentations and forums.

Two Distinct Data Sets in Report

This report summarizes the survey findings from two distinct data sets. The first data set was a broad survey done with a representative number of employers in the skilled trades based on an Info Canada list. The second data set is based on the specific group of employers in the CAF-FCA database. The first survey was done using the same questions from the 2006 survey so the results could be compared and any changes and trends could be analyzed. The second survey was done to ask a wider range of questions about employers’ human resource practices and to ask more detailed questions about the impacts of CAF-FCA’s work. There was more flexibility with the second survey because it did not need to be compared to a previous data set. The different data sets are distinguished throughout the report as “Survey A Employer Perceptions and Attitudes Survey Info Canada List” and “Survey B CAF-FCA Database.”

<table>
<thead>
<tr>
<th>DATA</th>
<th>WHO?</th>
<th>CONNECTION TO APPRENTICESHIP</th>
<th>TRADES</th>
<th>#s</th>
<th>NOTES</th>
<th>WHY</th>
</tr>
</thead>
<tbody>
<tr>
<td>SURVEY A</td>
<td>Info Canada List</td>
<td>Employers from the Info Canada list Malatest purchased</td>
<td>Random list of businesses in 4 industry sectors.</td>
<td>1,051 respondents</td>
<td>Quotas established for sectors and for regions across Canada Weighted Representative of the skilled trade employer population in Canada</td>
<td>Obtain data that can be compared to 2006 survey results.</td>
</tr>
<tr>
<td>SURVEY B</td>
<td>CAF-FCA Database</td>
<td>CAF-FCA Database 225 128 of the 225 were employers who filled in the return on training investment survey. 97 of the 225 were names CAF-FCA gathered through its outreach.</td>
<td>128 hired apprentices at some point. 97 may have never hired an apprentice and could be unfamiliar with apprenticeship. As a part of its networking, CAF-FCA was trying to outreach to employers who had never hired apprentices, hence it included these non-participating employers in its database.</td>
<td>225 respondents</td>
<td>Not weighted by industry or region, although tried to get Canada-wide representation Representative only of the employers in the CAF-FCA database.</td>
<td>Ask additional questions that were not asked in 2006, but were of interest. Assess impact/use of CAF-FCA materials. Compare to other survey results to see differences or similarities.</td>
</tr>
</tbody>
</table>
Methodology

Telephone and on-line surveys were used to collect data. For survey questions, please refer to the Technical Report.

To ensure comparability with the 2006 data, quotas were established by industry sector for Construction, Manufacturing and Mining, Transportation, and Service and Retail. Quotas were also established for geographic regions in Canada including BC/North, Alberta/ Saskatchewan/Manitoba, Ontario, Quebec and Atlantic. Final survey results were weighted by industry sector and geographic region to ensure the results were representative of employers who work in trades with apprenticeship programs industries in Canada. For more detail on the weighting of the data, please see the Technical Report.

No quotas or weighting were established for the survey done with the CAF-FCA database employers as it is not intended to be representative of employers who work in trades with apprenticeship programs industries; only of those who have previously connected with CAF-FCA.

Specific Results and Key Findings

The survey results were divided into three themes: Employer Profile/Participation, Experiences and Perceptions of Apprenticeship Training, and Awareness of Supports. In each case, there are findings from Survey A and Survey B which are described.

EMPLOYER PROFILE/PARTICIPATION

SURVEY A  Employer Perceptions and Attitudes Survey Info Canada List

The results are compared to 2006 when appropriate.

The proportion of employers who employed apprentices has remained consistent from 2006 to 2011. The rate of participation is 19 per cent. Participation rates are much higher among those employers who hire journeypersons. Sixty-one per cent of employers said they hire journeypersons. Sixty-two per cent of these employers have apprentices.

The data show the average number of apprentices employed per employer increased from 2006 to 2011 from an average of 2.9 apprentices per employer in 2006 to 5.0 apprentices per employer in 2011. By sector, significant increases were observed in the Construction sector from 4.2 in 2006 to 9.0 in 2011 and the Manufacturing and Mining sector from 1.7 in 2006 to 7.0 in 2011.¹

The number of apprentices per 100 employees increased in three out of the four industry sectors. It increased in Construction, Manufacturing/Mining, and Transportation.

Over that same time period, the number of apprentices per 100 journeypersons increased in nearly all sectors, rising from 45 per 100 in 2006 to 68 per 100 in 2011. An exception occurred in the Construction sector, where the number of apprentices per 100 journeypersons decreased slightly from 76 per 100 journeypersons in 2006 to 74 per 100 journeypersons in 2011.²

Employers indicated some optimism about employing apprentices in the next 12 months, with almost one-half of employers indicating they probably or definitely would employ apprentices. Forty-nine per cent said they were optimistic. This was up from 40 per cent among employers in 2006.

Seventy-one per cent of employers agreed that there will be a shortage of skilled workers in their industry in the future. About a quarter of employers cited hiring more apprentices as their preferred strategy to mitigate future skill shortages.

¹ Note there could be some variances in the exact figures based upon the ways the different consultants calculated the figures in 2006 and 2011.
² This is a statistical measure only and it is not related to ratio of journeyperson/apprentice in provinces and territories that is regulated as a part of apprenticeship programs.
Only one-half of employers who work in trades with apprenticeship programs industries were aware of apprentices and apprenticeship training in 2011.

Employers who did not employ apprentices were asked to indicate whether they were familiar with apprenticeship and apprenticeship training. Of those employers who did not employ apprentices in 2011, less than one-half indicated that they were familiar with apprentices and apprenticeship training. As a result, approximately 50 per cent of all employers who operate in trades with apprenticeship programs industries in 2011 were unaware of apprenticeship and apprenticeship training.

Employers who previously employed apprentices, but no longer did at the time of the survey, typically stopped employing them within the last two years.

Of the employers surveyed in 2011, approximately one-third reported that while they have employed apprentices in the past, they no longer did. The main reasons why these employers discontinued apprenticeship training/employment included:

» Minimal work or the business slowed down.
» Apprentices leave to go to other organizations after being trained.
» Apprenticeship training costs are too high or requires too much time.

The majority (51 per cent in 2011 and 52 per cent in 2006) of employers who no longer employed an apprentice indicated that the last time their business employed apprentices was less than two years from the time they completed the survey.

SURVEY B CAF-FCA Database

When responses from employers in the CAF-FCA database are examined, nearly one-half (46 per cent) of employers with journeypersons had apprentices.

Fifty per cent of employers were optimistic about hiring apprentices in the next 12 months.

Most employers believed there will be a shortage of skilled workers in their industry in the future (74 per cent). In order to address these skill shortages, 35 per cent of employers in the CAF-FCA database cited hiring more apprentices as their preferred strategy to mitigate future skill shortages. This percentage was higher than in the broader population of employers.

Most employers operate apprenticeship programs where they hire apprentices and register them with the province or territory.

Of the employers who hire apprentices, (67% is bang on two-thirds if you eliminate decimal places) two-thirds (67 per cent) operate an apprenticeship program where they have apprentices whom they register with the province or territory. They typically hire first- or second-year apprentices (39 per cent and 18 per cent, respectively).

Some employers employ young people who are not apprentices.

One-third of employers (33 per cent) employ young people who are performing trades work but are not registered apprentices.

Employers have apprentices who are eligible to, but have not yet, completed their Certificate of Qualification (C of Q).

Forty-two per cent of employers indicated that they employ apprentices who have completed their apprenticeship, but have not yet completed their certification exam and do not have their C of Q. According to the employers surveyed, for about half of these apprentices (53 per cent), it has been less than one year since they completed their apprenticeship.

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3 For the purposes of this research, the sample frame of trades with apprenticeship programs industries were defined by a list of 2-digit SIC (Standard Industry Classification) codes identified as likely to have employers who employ workers in trades with apprenticeship programs trades, although within each SIC, there may be businesses which would not require trades workers. This sample frame was used to be consistent with the 2006 study.
In dealing with apprentices who have completed their apprenticeship, but have not yet completed their C of Q, most employers (86 per cent) indicated that they encourage apprentices to take the certification exam. About two-fifths (39 per cent) offer additional technical training to their apprentices to help them.

*Women, Aboriginal, and other minority groups make up a small portion of apprentices based on employers’ perceptions of their workforce.*

According to employers, the incidence of women, Aboriginal and other minority groups working as apprentices is low across all industries, accounting for no more than 3 per cent of apprentices. The highest proportion observed was 3 per cent of women in the Transportation sector. This finding is based on employer perceptions of their apprentice workforce, not on how apprentices themselves self-identify.

**EXPERIENCES AND PERCEPTIONS OF APPRENTICESHIP TRAINING**

**SURVEY A  Employer Perceptions and Attitudes Survey**

*Employers generally had favourable opinions toward apprenticeship and apprenticeship training.*

When asked their overall opinion of apprenticeship training, most employers who identified a familiarity with this form of training had a favourable opinion of it. Approximately 90 per cent of employers in 2011 had a favourable opinion of apprenticeship; up from 88 per cent in 2006.

Employers cited a number of benefits to training and employing apprentices, the most frequent of which were:

» Apprenticeship sustains the trades and the supply of workers.

» Apprenticeship helps meet future workplace needs.

» Apprentices can be trained to business specifications and needs.

*More employers believe there is a business case for hiring apprentices.*

Overall perceptions of apprenticeship and apprenticeship training have improved from 2006 to 2011 for each of the following statements:

» Hiring apprentices helps the bottom line.

» Apprenticeship helps build a highly skilled workforce.

In 2011, employers tended not to agree with the statement that the cost of training apprentices is too high in relation to the benefits. Over the past four years, CAF-FCA’s research findings on the business case for apprenticeship has been broadly communicated to employers in cooperation with the provinces and territories. This research was promoted internationally and in every region in Canada. The results would suggest that this work *may have been* a contributing factor to employers developing more positive opinions about the business case for apprenticeship.

**SURVEY B  CAF-FCA Database**

The findings from the CAF-FCA database show that these employers have a favourable opinion of apprenticeship (90 per cent) and agree there is a business case.
AWARENESS OF SUPPORTS

SURVEY A  Employer Perceptions and Attitudes Survey Info Canada List

Increasing awareness of financial supports may increase the employment of apprentices.

Awareness and use of available financial assistance was minimal. One-half (50 per cent) of employers were aware of financial supports. One-quarter (25 per cent) of employers were aware of other apprenticeship-related resources.

SURVEY B  CAF-FCA Database

Although employers were generally aware of their provincial/territorial Youth Apprenticeship Program, other supports were not as widely known.

Nearly three-quarters (73 per cent) of employers were aware of their provincial/territorial Youth Apprenticeship Program.

Fifty-two per cent of employers were aware of the financial supports available to them. Only 36 per cent of those employers aware of financial resources actually made an application for financial support.

Over one-third (36 per cent) of employers have visited the CAF-FCA website. Eleven per cent have visited the Apprenticeship Pays: Just Ask Us website, which was launched in September 2010.

About one-fifth (22 per cent) of employers were aware of the CAF-FCA’s return on training investment (ROTI) research. Most (88 per cent) of those who were aware of the ROTI research believed there is value in sharing the research with other employers and 64 per cent who have done so indicated that it made other employers more open to hiring apprentices.

Although supports and research available through CAF-FCA are useful, there are other opportunities for CAF-FCA to build on.

Employers in the CAF-FCA Database identified opportunities to help employers hire and train apprentices by:

» Promoting the opportunities and benefits of apprenticeship to youth.
» Promoting Essential Skills at high school/post-secondary levels to produce better prepared candidates.
» Bringing employers together to discuss apprenticeship and training issues.
Conclusion

The survey results indicate the following trends:

» Employer participation remains steady at 19 per cent.

» Participation is higher among employers who have journeypersons. Approximately half of employers who have journeypersons and are familiar with apprentices and apprenticeship training have apprentices.

» Improvement in the proportion of employers who indicated that they would likely hire an apprentice in the next 12 months.

» An increase in the average number of apprentices per employer for those employers with apprentices (2.9 apprentices per employer in 2006 up to 5.0 apprentices per employer in 2011).

» Many employers remain unfamiliar with apprenticeship training, even though they are in sectors with trades that have apprenticeship programs.

» There was improvement in the proportion of employers who had a favourable opinion of apprenticeship.

» An increase in the number of employers who believe in the business case for hiring apprentices.

Employers who are knowledgeable and engaged in apprenticeship are very positive in their views and opinions of it. In spite of this, more can be done by CAF-FCA and its partners and stakeholders to further engage employers in apprenticeship training. It is necessary to continue to promote the financial benefits of hiring and training apprentices and apprenticeship-related supports offered by CAF-FCA, the federal government, and the provinces and territories.
Section 1: Introduction

1.1 About the Canadian Apprenticeship Forum

Established in 2000, the Canadian Apprenticeship Forum – Forum canadien sur l’apprentissage (CAF-FCA) has played a major role in apprenticeship and labour market research in Canada. The CAF-FCA’s mission is to:

» Influence pan-Canadian apprenticeship strategies through research, discussion and collaboration with the apprenticeship community;
» Promote apprenticeship as an effective model for training and education; and
» Contribute to the development of a skilled, productive, inclusive and mobile labour force.

The CAF-FCA is a federally chartered not-for-profit, multi-partite organization. To fulfill its mission, CAF-FCA is guided by a Board of Directors comprised of more than 40 industry leaders and stakeholders from across Canada, representing every aspect of the apprenticeship community. The Board includes representatives from business, labour, the Interprovincial Alliance of Apprenticeship Board Chairs (IPA), educators, equity groups, the provincial/territorial apprenticeship authorities, and Human Resources and Skills Development Canada (HRSDC).

By definition, CAF-FCA’s activities are pan-Canadian in scope and impact a wide range of occupations and trade areas.

1.2 Survey A Employer Perceptions and Attitudes Survey Info Canada List

1.2.1 Study Background

Survey A was a national survey done in 2011 with employers. Previous research conducted in 2006 provided a benchmark that identified employer attitudes and perceptions toward apprenticeship training.

Data for the 2006 study were collected through a random telephone survey of 1,038 businesses within four key industry sectors:

1. Construction;
2. Manufacturing and Mining;
3. Transportation; and
4. Service and Retail.

The 2006 study used a stratified sampling strategy to ensure data were representative of each region and industry in Canada.
1.2.2 Objectives and Scope of the Study

To track changes in employer perceptions and attitudes towards apprenticeship and apprenticeship training since 2006, CAF-FCA contracted the services of R.A. Malatest & Associates Ltd. to conduct a follow-up survey.

Survey A was designed to:

» Track changes in employer perceptions and attitudes towards apprenticeship and apprenticeship training.
» Ascertain the current level of employer participation in apprenticeship and apprenticeship training.
» Assess awareness of apprenticeship and apprenticeship training among employers.
» Identify any gaps or areas where additional work or outreach could be done to encourage employer investment in apprenticeship and apprenticeship training.

The current study also builds on the 2006 Employer Perceptions and Attitudes Survey by incorporating additional questions regarding future skill shortages and the impact of the recent economic downturn. This research represents a longitudinal tracking of employer perceptions and engagement in Canada’s apprenticeship systems.

1.3 Survey B CAF-FCA Database

1.3.1 Study Background

During project planning for Survey A, the project working group identified a need to ask additional questions of employers about hiring practices and awareness of Youth Apprenticeship Programs and to ask more detailed questions about the use of CAF-FCA resources. As a result, the Consultant was contracted to complete Survey B with businesses that have previously connected, to varying degrees, with CAF-FCA. All employers surveyed were in the CAF-FCA database.

1.3.2 Objectives and Scope of the Study

The purpose of the Survey B was seen as a way to measure the impact of CAF-FCA’s Employer Engagement Strategy activities, such as promoting the business case for apprenticeship and creating practical tools for employers. It was also conceived as a way to identify continuing or new areas for Employer Engagement work. The degree to which these employers were connected with CAF-FCA varies considerably; ranging from those who may have received an e-mail or mail correspondence to those who have actively participated in CAF-FCA research activities. Most of the respondents were employers who filled in the return on training investment (ROTI) survey, but some were also employers who were unfamiliar with apprenticeship. These employers were in the database as a result of efforts to reach non-participating employers throughout the Employer Engagement Strategy.
1.4 **Key Terms and Concepts**

A number of key terms and concepts are used throughout this report. Brief descriptions for each are provided below:

» Apprentice: A person who works in a trade, occupation or craft under an agreement or contract and is registered with the Apprenticeship Authority. The apprentice learns the knowledge, skills, tools and materials of the trade, occupation or craft through on-the-job training and technical instruction under the supervision of a certified journeyperson.

» Apprenticeship: A structured system of supervised training leading to certification in a designated trade, occupation or craft. It includes systematic programs of on-the-job training supplemented by technical instruction in which an apprentice gains experiential learning and develops skills.

» Certificate of Apprenticeship: A document issued to a person who has successfully completed a formalized apprenticeship training program.

» Completion of Apprenticeship: The fulfilment of training requirements, both technical and on-the-job, by registered apprentices. Graduates of an apprenticeship program applicable to the trade and the province and territory will be issued a Certificate of Apprenticeship. In most cases, they will also receive a Certificate of Qualification.

» Journeyperson: A formally certified, fully skilled worker whose combined work experience and training satisfy all the requirements demanded of those who practice in a designated trade.

1.5 **Report Structure**

The remainder of this report is organized, as follows:

**Section 2  Methodological Overview**

Section 2 provides a detailed methodological overview of the research methods employed for the surveys. Any cautions that readers should keep in mind when interpreting the findings are also presented in this section.

**Section 3  Results and Key Findings**

This section presents the findings. The information is organized around three themes:

» Employer Profile/Participation;

» Experiences and Perceptions of Apprenticeship Training;

» Awareness of Supports.

The analyses consist of graphical and/or tabular presentations of the data in the form of percentages and frequencies of respondents providing specific responses, along with accompanying text describing and interpreting the results. Tables and graphs, where appropriate, include a comparison to the data obtained from the 2006 Employer Perceptions and Attitudes Survey, along with both sets of 2011 employer data.

**Section 4  Conclusions**

The conclusions provide a summary of the objectives of the project in relation to the results and key findings of both of the employer surveys.

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4 For a glossary of other relevant terminology – defining, for instance, the Red Seal Program, Red Seal Endorsement, Sector Councils, Essential Skills, Pre-Apprenticeship, Prior Learning Assessment and Recognition (PLAR), Certification, Designated trades, National Occupational Standards – the report titled “National Apprenticeship Survey Canada Overview Report 2007” has a useful glossary. The document can be found at: http://www.statcan.gc.ca/pub/81-598-x/81-598-x2008001-eng.pdf. The glossary can be found on page 65.
Section 2:
Methodological Overview

2.1 Survey Development

2.1.1 SURVEY A Employer Perceptions and Attitudes Survey Info Canada List

The Consultant reviewed the 2006 Employer Perceptions and Attitudes Survey as a starting point in the development of Survey A. In most cases, questions and response categories were maintained to ensure comparability between the two surveys.5 Questions from the 2006 survey that were not critical to the comparison were eliminated in order to maintain a reasonable survey length. Additional questions were added to the 2011 survey to capture new and important information on future skill shortages and the impact of the recent economic downturn.

The project working group provided feedback and comments on the draft survey instrument before it was finalized. Full survey administration commenced once the project working group were satisfied with and approved the final survey instrument.

2.1.2 SURVEY B CAF-FCA Database

Survey A served as the starting point in the development of the additional survey with the employers from CAF-FCA’s database. In most cases, questions and response categories were maintained to ensure comparability between the two surveys. Additional questions were added to the survey to capture relevant data on hiring practices and the awareness and use of CAF-FCA resources.

The project working group provided feedback and comments on the draft survey instrument before it was finalized. Full survey administration commenced once the members of the project working group were satisfied with and approved the final survey instrument.

2.2 Sample Development

2.2.1 SURVEY A Employer Perceptions and Attitudes Survey Info Canada List

The sample for the Survey A was obtained from Info Canada; a provider of business and consumer databases in Canada. To ensure comparability with the 2006 survey, the sampling frame for the 2011 survey was developed using the same four industry sectors as in 2006. These include:

1. Construction;
2. Manufacturing (including Mining)5;
3. Transportation; and
4. Services (including Wholesale and Retail)6.

The sample obtained from Info Canada’s national business database included Standard Industrial Classification (SIC) codes. These codes were selected in the 2006 Employer Perceptions and Attitudes Survey based on the need to survey employers for whom apprenticeship training would most likely be relevant. For comparability, the same SIC codes were selected for the Survey A.

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5 In a few instances, the Consultant was required to make very minor modifications to question wording and/or response categories to ensure the 2011 Employer Perceptions and Attitudes Survey could be administered online as well as by telephone. Given the minor nature of these modifications, it is expected that they will bear no impact on the comparability of these data.
6 The categories of Manufacturing and Mining; and Services and Wholesale/Retail were combined to ensure comparability with the 2006 survey.
The Consultant selected a representative sample of 9,568 businesses by SIC code and geographic region. The sample obtained was representative of the overall trades industry universe of 597,031 employers. The Consultant utilized sample management processes to ensure that the final sample was representative of each industry sector and geographic region in Canada. The sample included both employers who employ apprentices, as well as those who do not employ apprentices.

To ensure survey validity and comparability to the 2006 Employer Perceptions and Attitudes Survey, a target of 1,000 telephone/online interviews were required with business owners, managers, or HR managers within the targeted sample group.

A total of 1,051 completed surveys were obtained which provides an overall margin of error of ±3.0 per cent at the 95 per cent confidence interval and a response rate of 15 per cent. The valid response rate (the percentage of those who completed the survey from those who completed and refused to participate) was 63 per cent. The resultant margin of error by industry sector and geographic region are presented in Tables 1 and 2.

### Table 1. Margin of Error by Industry Sector

<table>
<thead>
<tr>
<th>Industry Sector</th>
<th>Completed Surveys</th>
<th>Margin of Error*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>310</td>
<td>± 5.6 per cent</td>
</tr>
<tr>
<td>Manufacturing and Mining</td>
<td>324</td>
<td>± 5.4 per cent</td>
</tr>
<tr>
<td>Transportation</td>
<td>256</td>
<td>± 6.1 per cent</td>
</tr>
<tr>
<td>Service and Retail</td>
<td>161</td>
<td>± 7.7 per cent</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,051</strong></td>
<td><strong>± 3.0 per cent</strong></td>
</tr>
</tbody>
</table>

* At the 95 per cent confidence interval

### Table 2. Margin of Error by Geographic Region

<table>
<thead>
<tr>
<th>Geographic Region</th>
<th>Completed Surveys</th>
<th>Margin of Error*</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC/North</td>
<td>160</td>
<td>± 7.7 per cent</td>
</tr>
<tr>
<td>Alberta, Saskatchewan, Manitoba</td>
<td>221</td>
<td>± 6.6 per cent</td>
</tr>
<tr>
<td>Ontario</td>
<td>389</td>
<td>± 5.0 per cent</td>
</tr>
<tr>
<td>Quebec</td>
<td>213</td>
<td>± 6.7 per cent</td>
</tr>
<tr>
<td>Atlantic</td>
<td>68</td>
<td>± 11.9 per cent</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,051</strong></td>
<td><strong>± 3.0 per cent</strong></td>
</tr>
</tbody>
</table>

* At the 95 per cent confidence interval

In addition to industry sector and geographic region, margins of error were calculated for the various employer subgroups who participated. The number of completed surveys and the resultant margin of error for each employer subgroup are presented in Table. Please note that the employer sub-groups are not mutually exclusive as employers who are familiar with apprenticeship training may or may not employ apprentices and/or journeypersons.
Table 3. Margin of Error by Employer Subgroup

<table>
<thead>
<tr>
<th>Employer Subgroup</th>
<th>Completed Surveys</th>
<th>Margin of Error*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employers familiar with apprenticeship</td>
<td>529</td>
<td>± 4.3 per cent</td>
</tr>
<tr>
<td>Employers who employ apprentices</td>
<td>200</td>
<td>± 6.9 per cent</td>
</tr>
<tr>
<td>Employers who do not employ apprentices</td>
<td>329</td>
<td>± 5.4 per cent</td>
</tr>
<tr>
<td>Employers with journeypersons</td>
<td>325</td>
<td>± 5.4 per cent</td>
</tr>
</tbody>
</table>

* At the 95 per cent confidence interval

2.2.2 SURVEY B CAF-FCA Database

The sample for Survey B was provided directly to the Consultant by the CAF-FCA. Sample listings included 424 employers who agreed to be contacted for future research as part of the 2009 CAF-FCA ROTI, along with 296 other employers who were in the CAF-FCA database. Based on these two sources, 720 employer records were available.

A total of 225 completed surveys (128 employers who filled in the ROTI study, and 97 other employers) were obtained which provides a margin of error of ± 5.4 per cent at the 95 per cent confidence interval7 and a valid response rate of 80 per cent8.

2.3 Survey Programming and Field Testing

Upon completion and sign-off of the finalized survey instruments and the survey sampling frame for each of the two surveys, the Consultant programmed and extensively tested the surveys prior to full survey administration.

The survey instruments were programmed into CallWeb, the Consultant’s Computer Assisted Telephone Interviewing/Computer Assisted Web Interviewing (CATI/CAWI) system by in-house programming staff. The CallWeb programming and survey instruments designed for these surveys were subject to considerable internal testing and were also subject to field testing with a sample of respondents prior to full survey administration.

Field testing was used to measure how well the survey instrument performed, such as survey length, flow of questions, and clarity of content/phrasing of questions. Survey A was tested with 25 respondents and Survey B was tested with 19 respondents. The field tests were also used to confirm the average length of the surveys, which was determined to be approximately 12 minutes for Survey A and approximately 16 minutes for Survey B.

The Consultant prepared field test reports to notify CAF-FCA of the results of the field tests. The Consultant determined that a few slight modifications to the Survey A were required in order to continue with full survey administration. All necessary revisions to the survey instrument, as a result of field testing, were completed prior to full-scale survey administration. No major modifications were required in either survey and test cases were included in the final data sets.

---

7 Results from Survey B should only be considered representative of the sample listings provided by the CAF-FCA and not of the broader universe of employers.
8 Valid response rate = completions / (completions + refusals)
2.4 **Survey Administration**

To facilitate respondent participation in the survey, the Consultant provided respondents with the option to complete the survey by telephone or online. Upon initial contact by telephone, respondents were asked if they were able to complete the survey immediately at the time of the initial contact, over the telephone. If they were unable to complete the survey at that time, surveyors suggested they schedule a time for completion at another time, or suggested the online option if no over-the-phone completion time was provided. Respondents who opted for the online option of completion confirmed their e-mail address and were sent the survey information via e-mail along with the URL of the survey and a unique survey access code that was linked to each respondent’s individual survey.

The Survey B was offered solely as a telephone survey given that fewer completed surveys were required.

Both surveys were offered to respondents in either English or French, allowing respondents to complete the survey in the official language of their choice.

Two survey houses were involved in full-scale survey administration, with professional interviewing staff from Victoria, British Columbia and Ottawa, Ontario dialling and booking appointments for respondents across the country. Experienced interview staff contacted employers via telephone to determine eligibility, identify the best contact person, explain the objectives and benefits of participating in the study, and the voluntary nature of participation. All staff received a two-hour training session on how to administer the surveys. To provide flexibility, survey house staff were available through the day and evening from January 6, 2011 to February 15, 2011. The surveyors were available for return calls and/or survey administration from 9:00 AM to 9:00 PM Monday through Friday, 10:00 AM to 6:00 PM on Saturday and 12:00 PM to 8:00 PM on Sunday. For this survey, the majority of outgoing calls to respondents took place during typical business hours in each employer’s respective time zone. Respondents were also able to call in via a dedicated toll-free number to complete the survey by telephone at their convenience.

Although both surveys were similar in administration, they differ in three important ways:

1. **Survey A** was designed to obtain statistically significant results by geographic region and industry sector in Canada. **Survey B,** however, was designed to be statistically significant for employers who are in the CAF-FCA database.

2. **Survey A** was designed for use as a multi-mode survey that included telephone surveys and online surveys. The **Survey B** was offered solely as a telephone survey.

3. **Survey A** utilized strategic weighting techniques (see Section 2.5 Survey Weighting) in order to present results that are representative of employers who work in industries where there are trades with apprenticeship programs trades in Canada by geographic region and industry sector. **Survey B** did not utilize weighting techniques since the results were not meant to be representative of a geographic region or industry sector, but are representative of those employers who are in the CAF-FCA database.
2.4.1 Survey Quality Control

For both surveys, professional survey staff were subject to ongoing and random monitoring via simultaneous real-time voice and data monitoring. The Consultant monitored 10 per cent of all surveys conducted. This monitoring included both voice and screen capture. During data collection, regular marginal reports were also prepared to ensure data quality and integrity.

2.5 Survey Weighting

Considerable effort was put into the design and implementation of survey weights for Survey A. The Consultant determined that appropriate weighting measures would be based on the distribution of businesses by geographic region and industry sector to ensure that the survey results are generally comparable to the 2006 survey and are representative of Canadian businesses in industries where there would be trades with apprenticeship programs. It may be noted that there were differences in the weighting methods used in 2006: in 2006, employers with and without apprentices were additionally weighted by estimated incidence of apprenticeship. See Section 2.7 Technical Differences between 2006 and 2011 surveys.

Weighting was not used for Survey B CAF-FCA Database Survey, as the sample listings provided by the CAF-FCA were not expected to be representative of employers in Canada.

In the analysis presented in this report for Survey A sample sizes (n, or number of respondents) and percentages quoted are weighted figures, whereas for the employers in the Survey B all sample sizes and percentages are un-weighted.

2.6 Data Cleaning, Coding and Analysis

At the conclusion of both the surveys, the data were cleaned and open-ended responses were thematically coded by the Consultant’s professional research staff. Weights were applied to survey responses.

The Consultant then tabulated and analyzed the data to produce the finalized survey results using the statistical analysis software Statistical Package for the Social Sciences (SPSS). Cross-tabulations of the results for each question were produced by industry sector. Data tables for each of the two surveys were provided to CAF-FCA as top-line data reports in February 2011. Results and key findings presented in this report are based on data presented in the top-line data reports provided.

9 MRIA standards call for a minimum of 5% of a surveyor’s activity to be monitored.
10 Cross-tabulation tables by geographic region in Canada were also produced for Survey A.
2.7 **Technical Differences between 2006 Survey and 2011 Survey**

Changes were undertaken to the 2011 survey to improve its accuracy. The differences are detailed below:

**Change:** Unlike the 2006 survey, the total number of surveys (n=1,051) presented in Survey A includes employers who were unfamiliar with apprenticeship training.

**Result:** The result is a more accurate portrait of the universe of employers who work in industries where there are trades with apprenticeship programs in Canada than was produced in 2006.

**Change:** In the weighting applied to the 2006 survey, the same apprenticeship incidence factor was applied to weighting all survey completions regardless of industry, leading to equal incidence by industry. In 2011, surveys were weighted solely by industry sector and geographic region.

**Result:** The 2011 results provide a more accurate representation of the proportion of employers who hire and train apprentices by industry sector as the proportion of employers who employ apprentices differs by geographic region and industry sector. However, as a result of utilizing a more accurate weighting procedure, comparisons of the proportion of employers who employ apprentices by industry sector between 2006 and 2011 are not appropriate.

**Change:** For the purposes of this research, the sample frame of trades with apprenticeship programs industries were defined by a list of 2-digit Standard Industry Classification (SIC) codes identified as likely to have employers who employ workers in trades with apprenticeship programs trades, although within each SIC, there may be businesses which would not require trades workers. This sample frame was used to be consistent with the 2006 study. To improve response rates and survey flow rates for survey, the Consultant conducted some sample cleaning within the Service and Retail strata to remove sample listings of employers who obviously did not employ apprentices (e.g., fast food restaurants, cell phone kiosks). It is not known whether similar sample cleaning was conducted in 2006. The sample cleaning only occurred in the Service and Retail strata.

**Result:** The results are more accurate as those employers where apprenticeship would not be relevant were excluded from the survey.

2.8 **Limitations**

The following limitations should be noted when reviewing data presented in this report:

1. As a result of developing the 2011 survey to align with the 2006 survey, the incidence of journeypersons and incidence of apprenticeship employment in eligible business were not able to be accurately estimated since the incidence of journeypersons among employers who did not employ apprentices or who were unfamiliar with apprenticeship and apprenticeship training was not obtained.

2. The number of employers may vary by question for both 2011 employer surveys. Due to some questions being asked of employers that met certain criteria (e.g., only employers who were aware of their provincial/territorial Youth Apprenticeship Program were asked if they had ever participated in the Program), those smaller sample sizes will invariably increase the margin of error as the number of employers who responded to a particular question decreases.
Section 3: Results and Key Findings

This section presents the results and key findings of the two employer surveys.

3.1 Employer Profile/Participation

SURVEY A Employer Perceptions and Attitudes Survey Info Canada List

Figure 1 presents the distribution of employers across industry sectors in Canada that may employ workers in trades where there are apprenticeship programs available.\textsuperscript{11} It presents the percentage of each industry sector defined from a list of 2-digit Standard Industry Classification (SIC) codes identified as likely to have employers who employ workers in trades with apprenticeship programs trades. As shown, Services (29 per cent) constitute the greatest percentage followed by Retail\textsuperscript{12} (28 per cent), Construction (20 per cent), Manufacturing (11 per cent), Transportation (10 per cent), and Mining (2 per cent).

Figure 1. Distribution of Employers in Industries

![Pie chart showing distribution of employers in different sectors: Services 29%, Construction 20%, Retail 28%, Manufacturing 11%, Transportation 10%, Mining 2%]

Source: Info Canada industry sector based on number of employers.

\textsuperscript{11} It should be emphasized that this data does not represent the number of apprenticeship-eligible employers, as the data does not explicitly identify whether the establishments actually employ one or more qualified journeypersons. A journeyperson would be required to mentor the apprentice.

\textsuperscript{12} Service and Retail includes motels, hotels, and restaurants.
SURVEY B  CAF-FCA Database

Most who responded to Survey B were from Services and Retail, followed by Transportation, Construction, and Manufacturing and Mining.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Those who filled in ROTI</th>
<th>Other CAF Database Employers</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction</td>
<td>17</td>
<td>30</td>
<td>47</td>
</tr>
<tr>
<td>Manufacturing/Mining</td>
<td>17</td>
<td>18</td>
<td>35</td>
</tr>
<tr>
<td>Transportation</td>
<td>43</td>
<td>18</td>
<td>61</td>
</tr>
<tr>
<td>Services and Retail</td>
<td>48</td>
<td>29</td>
<td>77</td>
</tr>
<tr>
<td>Other(^1)</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>128</td>
<td>97</td>
<td>225</td>
</tr>
</tbody>
</table>

3.1.1 Employers and their Businesses

*On average, employers in the CAF-FCA database have been in operation longer and have employed apprentices longer than other employers.*

Employers were asked to estimate the number of years their business has been in operation. For those who reported employing apprentices, respondents were asked how many years their business has done so.

<table>
<thead>
<tr>
<th>Survey</th>
<th>Survey A Info Canada List</th>
<th>2006</th>
<th>Survey B CAF-FCA Database</th>
</tr>
</thead>
<tbody>
<tr>
<td>Years in Business</td>
<td></td>
<td>24 years</td>
<td>22 years</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>34 years</td>
</tr>
<tr>
<td>How long they</td>
<td></td>
<td>17 years</td>
<td>17 years</td>
</tr>
<tr>
<td>have they</td>
<td></td>
<td></td>
<td>28 years</td>
</tr>
<tr>
<td>employed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>apprentices</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3.1.2 Incidence of Journeypersons

*Employers who have journeypersons have much higher rates of participation in apprenticeship.*

When we look at those employers who have journeypersons working for them we see that participation in apprenticeship training is much higher. Approximately half of these employers have apprentices.

Not all businesses in trades with apprenticeship programs industries are eligible to hire and train apprentices because they do not have journeypersons. A certified journeyperson is recognized as a qualified and skilled person in a trade, and is allowed to train and act as a mentor to a registered apprentice. Typically, employers who do not have any journeypersons would not be in the position to take on apprentices.\(^1\) Employers who already have journeypersons would be in the position to take on an apprentice more easily so it makes sense to look at the number of employers with journeypersons in order to more accurately present apprenticeship employment across employer groups.

\(^{13}\) Other included respondents who said they were in auto body, auto parts, parts manufacturing, industrial shipyard, and maintenance.

\(^{14}\) The rules around the requirement of a journeyperson vary by provinces and territories. For exact requirements one should check with the apprenticeship authority in their province or territory.
When we look specifically at the group of employers in Survey A who indicated familiarity with apprentices and apprenticeship training, we see that over half of those employers hired journeypersons.

More employers in Survey B hire journeypersons than the broad employer population. Approximately four-fifths (82 per cent, n=185 of 225) of employers employed fully qualified journeypersons in 2011. The journeypersons worked in the following trades:

- Automotive Service Technicians: 27 per cent, n=49 of 185
- Construction Electricians: 18 per cent, n=33 of 185
- Construction Millwrights and Industrial Mechanics: 16 per cent, n=30 of 185

Almost half of those who hired journeypersons also currently hired apprentices. For those hired apprentices, the top three trades in which their apprentices worked were:

- Construction Electrician: 26 per cent, n=22 of 85
- Automotive Service Technician: 24 per cent, n=20 of 85
- Construction Millwright and Industrial Mechanic: 20 per cent, n=17 of 85

All employers who hired journeypersons and were familiar with apprentices and apprenticeship training were asked about where their journeypersons did their apprenticeship training. According to these employers, most of their journeypersons did some or all of their apprenticeship training with that employer.

<table>
<thead>
<tr>
<th>Employers who identified they are familiar with apprentices and apprenticeship training</th>
<th>Survey A 2011 Info Canada List</th>
<th>2006</th>
<th>Survey B 2011 CAF-FCA Database</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Employers who hire journeypersons</td>
<td>61 per cent (n=325 out of 529)</td>
<td>NA</td>
<td>82 per cent (n=185 out of 225)</td>
</tr>
<tr>
<td>Number of Employers who currently hire journeypersons and apprentices</td>
<td>62 per cent (n=200 out of 325)</td>
<td>NA&lt;sup&gt;15&lt;/sup&gt;</td>
<td>46 per cent (n=85 out of 185)</td>
</tr>
<tr>
<td>Some journeypersons did part of apprenticeship training with the firm</td>
<td>58 per cent (n=188 out of 325&lt;sup&gt;16&lt;/sup&gt;)</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>All journeypersons did part of their apprenticeship training with the firm</td>
<td>20 per cent (n=65 of 325&lt;sup&gt;17&lt;/sup&gt;)</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

<sup>15</sup> The 2006 Employer Perceptions and Attitudes Survey did not require employers with apprentices to also employ journeypersons, a requirement which was incorporated into the Survey A 2011 Employer Perceptions and Attitudes Survey. Therefore, the proportion of eligible employers (employers who employ at least one journeyperson) who employed apprentices cannot be compared from 2006 to 2011.

<sup>16</sup> The 325 respondents were asked where their journeypersons did their training, not just the 200 who currently hired apprentices. It is possible that some of the employers hired apprentices in the past, but now no longer hired apprentices. If they hired apprentices in the past, it is still possible that their journeypersons could have done their apprenticeship training with the employer so that is why all 325 were asked the question.

<sup>17</sup> Ibid.
3.1.3 Incidence of Apprenticeship

Employer participation has remained at 19 per cent.

Employer participation has remained consistent over time. In 2006, employer participation was recorded at 17.6 per cent (n=183 out of the 1,038). The 2011 data shows employer participation at 19.0 per cent (n=200 of 1051) (Figure 2). This, however, cannot be reported as an increase due to margin of error. The most accurate way to describe the participation is to say it has remained consistent.

When the group of employers in the CAF-FCA database is examined, participation is higher at 37.8 per cent (n=85 of 225). This finding makes sense considering the employers who filled in the survey were mostly participants from the ROTI study.

Most of the employers who hire apprentices are from the Construction or Transportation industries. (See Table 4.)

Figure 2. Proportion of Employers who Employ Apprentices

Table 4. Proportion of Employers who Employ Apprentices

<table>
<thead>
<tr>
<th></th>
<th>Construction</th>
<th>Manufacturing and Mining</th>
<th>Transport</th>
<th>Services and Retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey A 2011</td>
<td>34 per cent</td>
<td>23 per cent</td>
<td>26 per cent</td>
<td>12 per cent</td>
<td>19 per cent</td>
</tr>
<tr>
<td>Employer Perceptions</td>
<td>(n=69)</td>
<td>(n=30)</td>
<td>(n=28)</td>
<td>(n=73)</td>
<td>(n=200)</td>
</tr>
<tr>
<td>(N=207)</td>
<td>(N=132)</td>
<td>(N=106)</td>
<td>(N=607)</td>
<td></td>
<td>(N=1051)</td>
</tr>
<tr>
<td>Survey B 2011</td>
<td>55 per cent</td>
<td>51 per cent</td>
<td>31 per cent</td>
<td>25 per cent</td>
<td>37.8 per cent</td>
</tr>
<tr>
<td>Employers in the</td>
<td>(n=26)</td>
<td>(n=18)</td>
<td>(n=19)</td>
<td>(n=19)</td>
<td>(n=85)</td>
</tr>
<tr>
<td>CAF-FCA Database</td>
<td>(N=47)</td>
<td>(N=35)</td>
<td>(N=61)</td>
<td>(N=77)</td>
<td>(N=225)</td>
</tr>
<tr>
<td>2006</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
<td>N/A*</td>
<td>17.6 per cent</td>
</tr>
<tr>
<td>Employer Perceptions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(n=183)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(N=1038)</td>
</tr>
</tbody>
</table>


* Apprenticeship incidence within each industry sector was not available in 2006. In the 2006 survey, the same apprenticeship incidence factor was applied to weighting all survey completions regardless of industry, leading to equal incidence by industry. This results in all sectors being equally weighted (i.e., after the weighting applied in 2006, all industries will have 17.6 per cent of employers employing apprentices). Since this weighting procedure is not ideal for this study, it was changed for the 2011 data, and therefore 2006 figures cannot be provided.
As a part of the survey, further breakdowns were done on the number of apprentices hired per employer, employee, and journeyperson. Caution is required around this section of the report. Although the trend of increases in the number of apprentices hired is valid, it should be noted that the sample sizes are small and the approach each consultant took to calculate the figures in 2006 and 2011 may differ slightly.

3.1.3.1 Apprentices per Employers:

The number of apprentices has increased, especially in the Construction and Transportation sectors. Since 2006, the average number of apprentices employed per employer increased from approximately 2.9 apprentices to 5.0 apprentices. Most notable were increases in the Manufacturing and Mining sector, which went from 1.7 to 7.0 apprentices employed per employer. A decrease was observed in the Transportation sector, which went from 3.2 to 1.6 apprentices employed per employer.

Employers from the CAF-FCA database hire significantly more apprentices per employer than the broad employer population. Respondents reported 52.9 apprentices per employer. The greatest number of apprentices employed was found to be in the construction sector where there were 98.4 apprentices per employer. Although the trend of higher numbers of apprentices being hired should be noted, readers should keep in mind the reported numbers were based on the responses a small group of 85 employers.

See Figure 3 for a visual depiction of number of apprentices hired among respondents of the 2006 and the two 2011 surveys.

**Figure 3. Average Number of Apprentices Employed per Employer by Industry**

![Figure 3. Average Number of Apprentices Employed per Employer by Industry](image)

3.1.3.2 Apprentices per Employees/Journeypersons:

When the number of apprentices per employee and journeypersons are examined, increases are noted. See Figure 4 and Figure 5.

The average number of apprentices per 100 employees rose from 4 per 100 in 2006 to more than 10 per 100 employees in 2011. The most notable increase occurred in the Transportation sector. It rose from 2 per 100 in 2006 to 34 per 100 in 2011.

**Figure 4. Apprentices per 100 Employees* by Industry**

![Graph showing apprentices per 100 employees by industry.]


*Based on average number of apprentices per employer and average number of employees per employer.

The number of apprentices per 100 journeypersons increased from 45 per 100 in 2006 to 68 per 100 in 2011. The most notable increase occurred in the Manufacturing and Mining sector, rising from approximately 29 per 100 journeypersons in 2006 to 77 per 100 journeypersons in 2011. Readers should note that this calculation is a statistical measure and not related to or reflective of journeyperson to apprentice ratios.18

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18 Figure 3 on page 18 represents the average number of apprentices employed per employer. This was derived from using the number of apprentices (captured in Question B1 in both surveys) and the number of employers who employ apprentices.

Calculation = Sum of the number of apprentices employed (responses to B1 for all employers) / Total number of employers who employ apprentices

This calculation was repeated for each industry, and for all industries combined.

Figure 4 and Figure 5 provide a more accurate depiction of the number of apprentices per 100 employees and 100 journeypersons. As these figures show, the number of apprentices never exceeds the total number of employees (as expected) or the total number of journeypersons (also as expected). The figures suggest that, at most, there are 77 apprentices employed per 100 journeypersons (i.e., every apprentice has a journeyperson with 23 journeypersons left over).
Figure 5. Number of Apprentices per 100 Journeypersons* by Industry

Impact of Economic Downturn

Employers in 2011 were asked if the economic downturn negatively affected their ability to hire apprentices. Approximately 40 per cent of employers indicated that the downturn had negatively affected their ability to hire apprentices. The most frequently cited consequences of the recent economic downturn were:

<table>
<thead>
<tr>
<th>Impact of Economic Downturn</th>
<th>Survey A Info Canada List</th>
<th>Survey B CAF-FCA Database</th>
</tr>
</thead>
<tbody>
<tr>
<td>The downturn affected financial resources available</td>
<td>55 per cent (n=111 of 201)</td>
<td>62 per cent (n=54 of 87)</td>
</tr>
<tr>
<td>The downturn reduced the overall demand for apprentices</td>
<td>36 per cent (n=71 of 201)</td>
<td>55 per cent (n=48 of 87)</td>
</tr>
</tbody>
</table>

Employers provided some optimism about employing apprentices in the next 12 months. About a quarter of employers indicated they definitely would employ apprentices in the next 12 months. Seventeen per cent of Survey A employers and 33 per cent of Survey B employers said they would hire more apprentices. See Table 5.
## Table 5. Future Employment of Apprentices

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Likelihood of Employing Apprentices</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Definitely</td>
<td>23 per cent (n=124) (N=529)</td>
<td>29 per cent (n=65) (N=225)</td>
<td>15 per cent (n=159) (N=1,038)</td>
</tr>
<tr>
<td>Probably</td>
<td>25 per cent (n=133) (N=529)</td>
<td>21 per cent (n=47) (N=225)</td>
<td>25 per cent (n=254) (N=1,038)</td>
</tr>
<tr>
<td><strong>Number of Apprentices Expected to be Employed</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More</td>
<td>17 per cent (n=34) (N=200)</td>
<td>33 per cent (n=28) (N=85)</td>
<td>19 per cent (n=34) (N=183)</td>
</tr>
<tr>
<td>About the same</td>
<td>64 per cent (n=128) (N=200)</td>
<td>52 per cent (n=44) (N=85)</td>
<td>68 per cent (n=123) (N=183)</td>
</tr>
<tr>
<td>Fewer</td>
<td>16 per cent (n=32) (N=200)</td>
<td>12 per cent (n=10) (N=85)</td>
<td>11 per cent (n=20) (N=183)</td>
</tr>
<tr>
<td>Don’t know/no answer</td>
<td>3 per cent (n=6) (N=200)</td>
<td>4 per cent (n=3) (N=85)</td>
<td>3 per cent (n=6) (N=183)</td>
</tr>
</tbody>
</table>


### Future Skills Shortages

In both 2011 surveys, employers were asked about future skills shortages. More than 70 per cent of employers believe there will be a shortage of skilled workers in their industry in the future.

Almost a quarter of employers in *Survey A* and 19 per cent of employers in *Survey B* said they had no specific strategy for dealing with skills shortages.

For those who identified a strategy, hiring apprentices was by far the favoured approach. More than 25 per cent of employers in *Survey A* and more than 35 per cent of employers in *Survey B* cited hiring more apprentices as their preferred strategy to mitigate future skill shortages.

Other options provided in the survey included:

- recruiting from other companies within your sector (11 per cent for *Survey A* and 10 per cent for *Survey B*)
- recruiting from companies in other industry sectors (9 per cent for *Survey A* and 6 per cent for *Survey B*)
- hiring more immigrants (8 per cent for both surveys),
- using less qualified workers to do the same jobs as skilled workers (4 per cent for *Survey A* and 6 per cent for *Survey B*) and
- hiring more from equity groups (4 per cent for both surveys)
3.1.4 **Awareness of Apprenticeship**

The survey also asked employers who did not hire apprentices about their awareness of apprenticeship training.

**SURVEY A  Employers Perceptions and Attitudes Survey Info Canada List**

39 per cent of employers say they are familiar with apprentices and apprenticeship training.

Employers who participated in Survey A and did not employ apprentices (n=851 of 1,051) were asked to indicate whether they were familiar with apprentices and apprenticeship training. Thirty-nine per cent (n=329 of 851) indicated that they were familiar. Sixty-one per cent (n=522 of 851) indicated they were unfamiliar.

Even though efforts were made to clean the Info Canada list and remove any businesses where apprenticeship would not apply, readers should keep in mind that these are large and diverse sectors and some of the businesses included in the survey might not require a familiarity with apprenticeship training as a part of their work. Having said that, more work could be done to familiarize employers in these sectors about apprenticeship and its value. Even though they themselves might not be directly involved in apprenticeship, if they had awareness and knowledge about it, they could play an important role in influencing others.

**Employers’ Apprenticeship Programs**

**SURVEY B  CAF-FCA Database**

Employers who do hire apprentices were asked more detailed questions about their apprentices and their apprenticeship programs. These additional questions were only posed to those in the CAF-FCA database. The broader employer population were not asked these additional questions. Readers should keep in mind as they read this section that these findings apply to the 85 respondents in the CAF-FCA database who said they employed apprentices.

Most employers operate apprenticeship programs where they hire apprentices and register them with the province or territory.

Two-thirds (67 per cent, n=57 of 85) of employers who employ apprentices indicated their business operates an apprenticeship program where they register apprentices. The survey did not ask about the circumstances of the other 33 per cent, who indicated they hire apprentices, but do not have their own apprenticeship programs.

For the employers who have their own programs, they indicated that they typically hire either first- or second-year apprentices (39 per cent, n=11 of 28 and 18 per cent, n=5 of 28).

Nearly one-quarter of employers who contract work to third parties require a commitment to hiring apprentices.

The survey asked the employers if they contract skilled trades work to third-party contractors or providers. Responses were nearly split. Fifty-one per cent (n=43 of 85) of employers indicated that they contract skilled trades work to third-party contractors or providers and 47 per cent (n=40 of 85) indicated that they do not.

Of those 51 per cent of employers who contract skilled trades work to third-party contractors or providers, nearly one-quarter (23 per cent, n=10 of 43) indicated that they require the contractor or provider to demonstrate a commitment to employing apprentices as part of contractual agreements.

Some employers employ young people who are not apprentices.

The survey gathered information on the proportion of employers who employ young people who perform work in the trades, but are not apprentices. Overall, one-third (33 per cent, n=28 of 85) of employers indicated that they employ young people who are performing work in the trades, but are not registered apprentices.
29

Some employers employ apprentices who are eligible to, but have not yet, completed their Certificate of Qualification (C of Q).

Over 40 per cent (42 per cent, n=36 of 85) of employers indicated that they employ apprentices who have completed their Certificate of Apprenticeship, but have not yet successfully completed their C of Q exam. The majority (53 per cent, n=19 of 36) of those employers indicated it has been less than one year since the apprentices completed their apprenticeship.

In dealing with apprentices who have not completed their C of Q, most employers (86 per cent, n=31 of 36) indicated that they encourage apprentices to take the exam, while about two-fifths (39 per cent, n=14 of 36) offer additional technical training to their apprentices. Details on the type of technical training provided were not collected as part of the survey.

Based on employer perceptions, their apprenticeship workforce is not diverse.

According to employers, the incidence of women, Aboriginal and other minority groups working as apprentices is low across all industries, accounting for no more than 3 per cent of apprentices. This finding is based on employer perceptions of their own workforce, not on how the apprentices would self-identify. The highest proportion observed was 3 per cent among women in the Transportation sector.

3.2 Experiences and Perceptions of Apprenticeship Training

As a part of the survey, all employers were asked about their perceptions of apprenticeship training. In this section of the report, findings are available from both sets of 2011 data and from the 2006 data.

Employers have a positive perception of apprenticeship.

Employers in 2011 had a more positive view of apprenticeship training than in 2006. Eighty-eight per cent of employers in 2006 indicated they had an overall favourable opinion (‘Mostly’ or ‘Completely Favourable’) of apprenticeship training. This figure was up to 90 per cent in 2011 in both surveys.

To further understand the views and opinions of employers on apprenticeship training, employers were asked to provide an agreement rating for four statements concerning apprenticeship, where 1 was ‘Completely Disagree’ and 10 was ‘Completely Agree’.19

As shown in Figure 6, overall perceptions of apprenticeship training improved from 2006 to 2011:

» More employers agreed “Hiring apprentices helps the bottom line.”
» More employers agreed “Apprenticeship helps build a highly skilled workforce.”
» Fewer employers believed that “The cost of training apprentices is too high in relation to the benefits.”

19 The 2006 Employer Perceptions and Attitudes Survey provided 12 statements, however, only four were asked in the 2011 surveys. Some statements were removed in order to keep the survey short and to encourage greater participation.
Over the past four years, CAF-FCA’s research findings on the business case for apprenticeship has been broadly communicated to employers in cooperation with the provinces and territories. This ROTI research was promoted internationally and in every region in Canada. The results would suggest that this work may have been a contributing factor to employers developing more positive opinions about apprenticeship.

Figure 6: Employers’ Levels of Agreement

3.2.1 Reasons for Employing Apprentices

Employers who hire apprentices were asked to identify their reasons for employing apprentices. The top three responses were generally similar from 2006 to 2011. See Table 6.
“The apprenticeship program can be a useful asset to both employers and employees. I think that creating a more skilled labour force is worthwhile.”

Table 6: Reasons for Employing Apprentices

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Apprenticeship sustains the trade and supply of workers</td>
<td>20 per cent (n=39) (N=200)</td>
<td>57 per cent (n=48) (N=85)</td>
<td>22 per cent (n=40) (N=183)</td>
</tr>
<tr>
<td>Apprenticeship helps meet future workplace needs</td>
<td>24 per cent (n=49) (N=200)</td>
<td>27 per cent (n=23) (N=85)</td>
<td>15 per cent (n=26) (N=183)</td>
</tr>
<tr>
<td>Apprentices can be trained to own specifications or needs</td>
<td>23 per cent (n=45) (N=200)</td>
<td>26 per cent (n=22) (N=85)</td>
<td>16 per cent (n=29) (N=183)</td>
</tr>
</tbody>
</table>


3.2.2 Perceived Barriers to Employing Apprentices

In order to develop a better understanding of the perceived barriers and challenges to employing apprentices, all three surveys identified employers who do not currently employ apprentices, but have employed apprentices in the past and asked them specific questions.

Employers who no longer hire apprentices

Figure 7 indicates the percentage of employers who used to hire apprentices but no longer do.

Figure 7: Past Employment of Apprentices among Employers who do not currently Employ an Apprentice

Employers who previously employed apprentices typically stopped employing them within the last two years.

Among those employers who have employed apprentices in the past but no longer do, Survey A and the 2006 Employer Perceptions and Attitudes Surveys captured information on the length of time it was since those employers last employed apprentices. In both surveys, half of employers in 2011 (51 per cent, n=71 of 140) and 2006 (52 per cent, n=148 of 283) stopped employing apprentices within two years preceding the time of the survey.

The top three reasons cited in 2011 in Survey A for not hiring apprentices were:

» Minimal work or the business slowed down (24 per cent, n=34 of 140). The majority out of the 34 respondents indicated they were negatively affected by the economic downturn.

» Apprentices leave to go to other organizations after being trained (22 per cent, n=31 of 140).

» Apprenticeship training costs are too much or apprentices require too much time (13 per cent, n=18 of 140).

Employers who have never hired an apprentice

Those employers who never have employed apprentices were asked to identify the main reason why their company does not currently employ apprentices. Table 7 identifies the most common reasons for not hiring apprentices.

Table 7: Employers’ Reasons for Not Employing Apprentices

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<tr>
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<tbody>
<tr>
<td>Not applicable in my business</td>
<td>33 per cent (n=110) (N=329)</td>
<td>16 per cent (n=23) (N=140)</td>
<td>35 per cent (n=299) (N=855)</td>
</tr>
<tr>
<td>Unsure of future workload/no workers needed</td>
<td>9 per cent (n=31) (N=329)</td>
<td>17 per cent (n=24) (N=140)</td>
<td>32 per cent (n=272) (N=855)</td>
</tr>
</tbody>
</table>


3.2.3 Increasing Employment of Apprentices

The 2011 surveys provided an opportunity for employers to express their views on what would make hiring apprentices a more attractive option. Financial assistance and increasing the quality of apprentices were the two most identified responses. Federal and provincial/territorial governments provide financial and other types of supports to employers who hire apprentices. When employers identify a need for financial assistance, it may be a reflection of their lack of awareness about the supports that already exist. The fact that fewer CAF-FCA database employers identified a need for financial supports may reflect the positive impact of the work CAF-FCA has done in promoting financial supports to employers in partnership with federal and provincial/territorial organizations such as the apprenticeship authorities, Revenue Canada, and the Ministry of Revenue Ontario. More work could be done in this area, however, as only half of employers in the CAF-FCA database said they were aware of the financial supports available. Over one-third of those in the CAF-FCA database applied for financial supports and more than half said it was easy to do so.

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20 The employers in the CAF-FCA database were not asked these questions.
21 For a description of the various supports available see the CAF-FCA Employer Support Mechanisms report.
What would make hiring apprentices a more attractive option

<table>
<thead>
<tr>
<th>Perceived need for financial assistance</th>
<th>Survey A Info Canada List</th>
<th>Survey B CAF-FCA Database</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25 per cent (n=131 of 529)</td>
<td>8 per cent (n=64 of 225)</td>
</tr>
<tr>
<td>Increase the quality of the skills of the apprentice</td>
<td>12 per cent (n=61 of 529)</td>
<td>14 per cent (n=32 of 225)</td>
</tr>
</tbody>
</table>

3.3 Awareness of Other Supports

Each of the 2011 surveys touched upon employer awareness and use of resources or supports, other than financial, to help them hire and train apprentices.

SURVEY A Employer Perceptions and Attitudes Survey Info Canada List

One-quarter of employers were aware of apprenticeship-related resources.

Employers were nearly split on whether learning more about the ROTI research would influence their decision on hiring apprentices; 43 per cent said it would influence their decision, while 52 per cent said it would not influence their decision. Five per cent either did not know or did not provide a response.

SURVEY B CAF-FCA Database Findings

The majority (73 per cent, n=62 of 85) of employers in the CAF-FCA Database who employ apprentices, were aware of their provincial/territorial Youth Apprenticeship Program. Of those employers who were aware of their Youth Apprenticeship Program, over one-half (52 per cent, n=32 of 62) participated in the program. Of those who participated, three-quarters (75 per cent, n=24 of 32) indicated that the program is a good recruitment source for their company.

Employer awareness of other supports was limited. Almost half (47%, n=105 of 225) of employers were aware of the apprenticeship-related resources that are available through such organizations as CAF-FCA. Just over one-third (36 per cent, n=81 of 225) of employers visited the CAF-FCA website. Eleven per cent (n=25 of 225) have visited the Apprenticeship Pays: Just Ask Us employer website, which was launched in September 2010.

As a part of its outreach efforts, in 2008 and 2009 CAF-FCA sent employers in its database copies of the ROTI study in the mail and a link to the study via email. They also received follow-up emails with videos on the study and an employer interview, as well as invitations to CAF-FCA Employer Engagement forums in their region. About one-fifth (22 per cent, n=50 of 225) of employers said they were aware of the CAF-FCA’s ROTI research. Most (88 per cent, n=44 of 50) of those who were aware of the research believed there was value in sharing the research with other employers. Sixty-four per cent (64 per cent, n=14 of 22) of employers who have referenced the ROTI research when talking to employers indicated that it made other employers more open to hiring apprentices.
“I think education and awareness are needed about the programs are available. Increase the level of awareness.”

“I had to do a lot of research to find out about the program. It was a little cumbersome in the beginning. Better contact info for the employer on how to go through the procedure properly.”

“It would be good to provide employers and builders’ associations regular updated info concerning the financial resources available to them. Make things simple to understand... Make sure the info shows them the bottom line when employing apprentices. Maybe through websites or email.”

“Advertise the financial help available to train apprentices. Make that information more available.”

“I think that apprenticeship is excellent overall. Still, I’d like to see better communication between the clients, the apprentices and the program.”

Employers were asked what CAF-FCA should do to help employers hire and train apprentices. The top four answers included:

- Promoting the opportunities or benefits of apprenticeship to youth (17 per cent, n=38 of 225);
- Promoting the use of Essential Skills at high school and post-secondary levels to produce better prepared candidates (15 per cent, n=34 of 225); and
- Bringing employers together to discuss apprenticeship and training issues (12 per cent, n=28 of 225).

### 3.4 General Comments about Apprenticeship

At the conclusion of both 2011 surveys, employers were provided with an opportunity to provide any other comments that they considered to be important or relevant to apprenticeship and apprenticeship training. Nearly one-half of employers provided comments some of which have been included in the report.
In conclusion, to build upon its 2006 survey findings, CAF-FCA undertook two additional surveys with employers in 2011 to enhance its understanding of employer perceptions and attitudes towards apprenticeship training and to track any changes in the last five years.

The results of the 2011 surveys met the intended research objectives as illustrated below, where research findings are linked to each objective.

**Objective:** Track changes in employer perceptions and attitudes towards apprenticeship and apprenticeship training

Employer attitudes towards apprenticeship from 2006 to 2011 have remained extremely positive.

More employers believe there is a business case for apprenticeship. CAF-FCA’s efforts to promote the business case for apprenticeship may have been successful in convincing more employers there is a business case for apprenticeship training. When we compare 2006 to 2011, we see employers had more positive attitudes about the business case for training than they did in the past. Employers agreed that:

- Hiring apprentices helps the bottom line.
- It makes financial sense to hire an apprentice.
- Apprenticeship helps build a highly-skilled workforce.

Employers in 2011 were also less likely than employers in 2006 to agree that the cost of training apprentices is too high in relation to the benefits.

**Objective:** Ascertain the current level of employer participation in apprenticeship and apprenticeship training

The rate of participation has remained steady. In 2006, the rate of participation was 17.6 per cent. In 2011, the participation rate is 19 per cent. With the margin of error, this should be considered constant.

Participation is much higher among those who hire journeypersons. Approximately half of these employers hire apprentices.

The overall average number of apprentices employed per employer increased from approximately 2.9 apprentices per employer in 2006 to 5.0 apprentices per employer in 2011. Significant increases were found in the Construction sector and the Manufacturing and Mining sector.

In addition, the number of apprentices per 100 employees and the number of apprentices per 100 journeypersons also increased from 2006 to 2011. The average number of apprentices per employee rose from 4 per 100 employees in 2006 to over 10 per 100 employees in 2011, while the number of apprentices per journeyperson increased from 45 per 100 journeypersons in 2006 to 68 per 100 journeypersons in 2011.
**Objective:** Assess awareness of apprenticeship training among employers

Thirty-nine per cent of employers were familiar with apprentices and apprenticeship training. Approximately 50 per cent of all employers who work in trades with apprenticeship programs industries in 2011 were unaware of apprenticeship.

**Objective:** Identify any gaps or areas where additional work or outreach could be done to encourage employer investment in apprenticeship and apprenticeship training.

Employers lacked awareness about financial supports available.

Employers identified that the CAF-FCA could help employers hire and train apprentices by:

- Promoting the opportunities and benefits of apprenticeship to youth;
- Promoting the use of Essential Skills at high school/post-secondary levels to produce better prepared candidates; and
- Bringing employers together to discuss apprenticeship and training issues.