



UK COMMISSION FOR
EMPLOYMENT AND SKILLS

UK Commission's Employer Perspective Survey 2012: Technical Report

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UK Commission's Employer Perspectives Survey 2012: Technical Report

IFF Research

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1 Introduction

1.1 The UK Commission's Employer Perspectives Survey 2012

This report provides detail on the key aspects of the survey methodology used for the UK Commission's Employer Perspectives Survey 2012 (UKCEPS) (Shury *et al*, 2012), available [from the UKCES website](#). This is a large scale survey, involving over 15,000 UK employers, and is part of a series of studies commissioned by the UK Commission for Employment and Skills to improve and maintain their employment and skills knowledge base. To fulfil its organisational aims, the UK Commission requires robust, high quality labour market intelligence which helps businesses and people to make the best choices for them, and evaluates the impact of employment and skills policies.

The UKCEPS 2012 seeks to examine skills and employment from the point of view of the employer, focusing particularly on how they go about meeting their skills needs. It examines recruitment processes, training processes and activities, as well as awareness, perceptions and usage of a number of both official and informal training and skills initiatives, ranging from Apprenticeships and work placements to skills advice services.

The design and execution of the research was overseen by a project Steering Group convened by the UK Commission, including officials representing the Department for Business, Innovation and Skills (BIS) in England, the Welsh Government, the Scottish Government, and the Department for Employment and Learning in Northern Ireland (DELNI).

1.2 Previous studies in the Employer Perspectives series

The UK Commission's Employer Perspectives Survey 2012 follows in the same series as the Employer Perspectives Survey 2010 (Shury *et al*, 2011). The 2010 survey, although the first commissioned by the UK Commission, was the successor to the Sector Skills Development Agency's (SSDA) Employer Surveys, carried out between 2002 and 2008. These surveys were published as *Skills for the Workplace: Employer Perspectives* (Shury *et al*, 2008), *Skills for Business Network 2005: Survey of Employers* (IPSOS Mori Social Research Institute, 2006), *Skills for Business 2004: Survey of Employers* (IFF Research, 2005), *Skills for Business 2003* (IFF Research, 2004) and *Skills for Business 1000* (IFF Research, 2003).

1.3 Relationship to the Employer Skills series

The UK Commission's Employer Perspectives Survey (UKCEPS) is intended to complement the UK Commission's Employer Skills Survey (UKCESS) series. Both surveys are carried out on a biennial basis, in alternating years.

The 2011 UKCESS (Davies *et al*, 2012) was the first UK-wide survey of its type, combining separate skills surveys previously carried out in each nation of the UK.

The main difference between the surveys is that the UKCESS series is concerned with identifying the nature and extent of employer skill needs, whilst the UKCEPS series is more concerned with exploring *how* employers go about meeting their skills needs, particularly looking at their engagement with the labour market through recruitment, and their use of a range of external skills services as well as their engagement with vocational qualifications. The UKCESS therefore helps identify where government action can best be targeted to develop employer demand for skills and aid in the optimal utilisation of skills in the workplace, while the UKCEPS identifies and measures the extent to which the recruitment and skills system meets employer needs, and whether initiatives and programmes effectively engage their target audience.

1.4 Purpose and structure of this report

- This technical report provides background information on the methodology and techniques used in carrying out the UKCEPS 2012. It divided into six chapters, each considering a different area of survey design and methodology in detail: **Sample Design**; exploring the method by which specific employers were selected to take part in the research, and the reasoning behind the number and distribution of employers interviewed.
- **Questionnaire Design**; exploring the considerations taken into account in survey design, comparability with previous surveys, and the methods by which the survey was tested and refined to ensure high quality and relevant data was gathered.
- **Fieldwork**; giving a detailed overview of how the interviews were carried out, quality control procedures, and the level of response achieved.
- **Coding**; showing how text responses to survey questions were classified for analysis.
- **Weighting**; exploring how the survey responses were processed to ensure that the resulting dataset was representative of all types of employer, avoiding under-representation of those groups less likely to respond to the survey.
- **Sampling Error and Statistical Significance**; considering the reliability and error margins of figures produced from the dataset in statistical terms.

1.5 Accessing the data

The data from the survey report can be downloaded from the UK Commission's website in table format. If you cannot find the data you need or have further questions relating to any of the UK Commission's survey products, please contact employer.surveys@ukces.org.uk.

2 Sample Design

2.1 Survey Scope and Sampling Unit

UKCEPS 2012 encompasses establishments across the full geographical spread of the UK, in all sectors of the economy (across the commercial, public and charitable spheres). All UK establishments with two or more people working at them were eligible for the survey.

An establishment-based approach was adopted for the survey sampling unit, as opposed to an organisation-based approach. “Establishments” denotes specific **individual sites or premises**; thus if an organisation has several sites, it is possible that more than one of these sites will have appeared in the sample. This approach has been chosen because it is the level at which respondents are most likely to be able to provide a detailed and accurate picture of day-to-day operational dealings with and experiences of skills, employment and Government support initiatives. For example, apprentices will generally be recruited, trained and employed at a local level, even if the policy decision to have apprentices is taken elsewhere. So, it is quite possible that different sites or branches of larger organisations will have had different levels of interaction and differing experiences of the skills system.

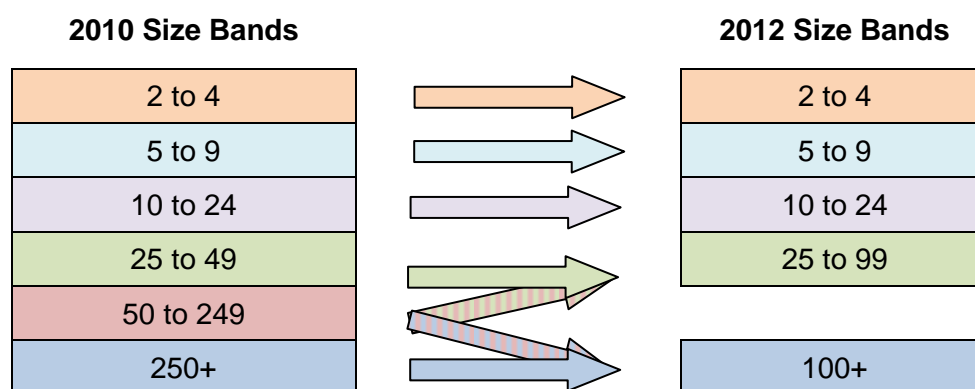
The self-employed (defined as those establishments with no employees) were excluded from the survey, because of the absence of robust population figures for this group, and since this would have necessitated a supplementary sample source (with a large proportion of the self-employed falling “below the radar” of mainstream business databases). The question approach / context for this group would have also needed to be different, since they are by definition not “employers.”

Interviews were sought with the most senior person at the site with responsibility for human resource issues. In smaller establishments this would typically be the owner or managing director; in larger establishments this was often the Human Resources Manager or Personnel Manager.

2.2 Sampling approach

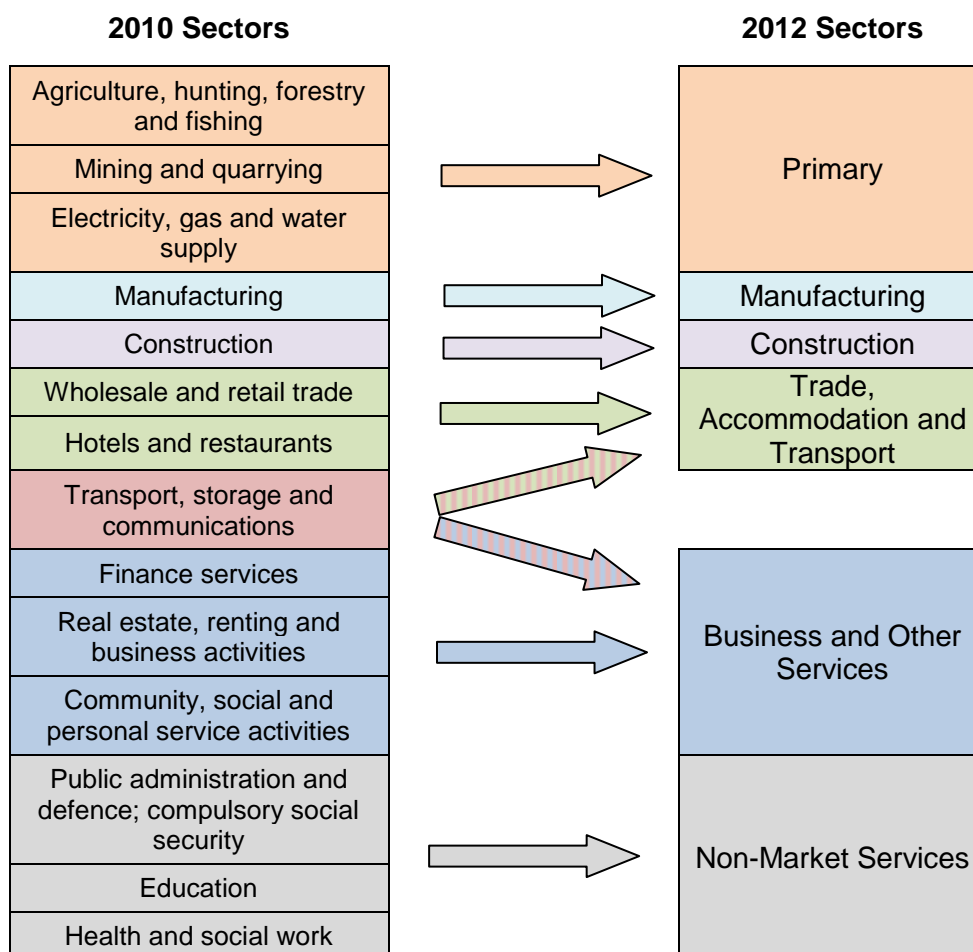
The sampling design was for a stratified random sample, taking into account nation, establishment size and industrial sector, in order to ensure robust coverage of the full range of business types in all parts of the UK. There was some change in emphasis compared to the previous survey in the series (Shury *et al*, 2011). In order to increase the overall statistical robustness of the data, previous oversampling of large establishments was reduced, and size band groupings were reconfigured.

The size bandings used for the sampling approach, analysis and reporting were reconfigured as follows, ensuring a sufficient base size in the largest size band for robust subgroup analysis.



In addition, the number of industrial sectors into which the sample was grouped and against which findings are presented in the core report was reduced from 14 to six, in order to better reflect the size of the overall sample and the stretch of the survey data.

When reducing the industrial sector classification to six sectors, the approach chosen was to match sectors used in “*Working Futures, 2010-2020*” (Wilson and Homenidou, 2011), based on the SIC 2007 classification. While this change was made in order to decrease the overall effect of sample on the UK-wide figures and maximise the extent to which robust sector analysis could be supported, it also has the advantage of using a tried-and-tested classification and increases consistency across UKCES evidence streams.



If analysis of 2012 data is required by the 14 sector split this is still possible to an extent, with all sectors bar Mining and Quarrying, Electricity, Gas and Water and Public Administration showing an achieved interview profile close enough to the population to support analysis of indicative findings.

2.3 Quota setting

The sampling frame for the UK Commission's Employer Perspectives Survey was established through the Office for National Statistics (ONS), using the latest available Inter-Departmental Business Register (IDBR) statistics, from March 2011.

These population figures were then used to stratify the establishment population by nation, establishment size and industrial sector. Quotas were set using the following approach to ensure as far as possible that there were enough interviews in each subgroup to allow for robust analysis.

- A sample size of 15,000 interviews was set, which consisted of 10,000 interviews in England, 2,000 in Scotland, 2,000 in Wales and 1,000 in Northern Ireland. It was originally proposed to carry out only 1,000 interviews in Wales (with a UK-wide sample size of 14,000); however, a further 1,000 interviews were funded to increase the robustness of sub-group analysis within Wales.
- The subsequent stages of sampling were calculated on an interlocking basis, separately within each country.
- A target proportion of interviews was set for each size band. To allocate these in proportion to the true population of establishments would have produced a sample dominated by small companies, with only a very small proportion of large companies. The targets for each size band were therefore set purposively to balance the drive to maximise yield of interviews among larger establishments while minimising any skew within the sample.
- Within each size band, interviews were allocated to sectors in direct proportion to the population of establishments in each sector for that size band.
- As a final stage in the quota setting process, targets were compared to the available sample, and where sufficient sample was not available to allow the targets to be met, (minor) adjustments were made as necessary.

The approach taken to setting target numbers of interviews differed from the approach adopted for the 2010 survey in respect both of the distribution by sector (previously half of the interviews were distributed evenly across a larger number of sector groupings, with the remaining half distributed in proportion to sectors' business populations) and by size (previously interviews were distributed by size band within sector in proportion to the number of people employed in each size band).

The benefit of the new approach was in reducing the degree of difference between the sample and from the true shape of the business population, thereby improving the efficiency of the sample and increasing the effective sample size. Table 2.1 shows the distribution of establishments in the population and the distribution of establishments targeted in the survey.

Table 2.1 Distribution of establishments by key quota variables

	Population	Quota targets
	%	%
Size		
2 to 4	52	25
5 to 9	22	22
10 to 24	15	21
25 to 99	9	20
100+	2	12
Sector		
Primary sector and utilities	6	5
Manufacturing	6	7
Construction	10	7
Trade, accommodation and transport	33	33
Business and other services	33	29
Non-market services	12	19

Changing the sector stratification to six broad sector groups rather than the 14 sectors used in 2010 also reduced the need for the oversampling that introduced the skew, because the sample in each sector was sufficiently large for robust analysis when targets were set in proportion to the population.

The resulting quotas and achieved interviews in each quota group are included in Appendix C.

2.4 Sample Sources

Sample was primarily drawn from the Experian database which is regarded as the most comprehensive and up-to-date source of establishment-based data with telephone contact details that is commercially available. Sample was ordered at a ratio of around 7:1 against interviews achieved.

In some sectors “top up” sample was ordered direct from IDBR and telephone numbers sourced via UKChanges, a secure telematching service. This was used in sectors where the coverage of the Experian database was not as complete as for others, and for those which have few establishments in them overall, to maximise coverage in these areas. The broad sector areas affected by this were the public sector, the utilities sector and agriculture.

3 Questionnaire Design

3.1 Introduction

The questionnaire was designed by IFF Research in conjunction with the project Steering Group. As discussed in the introduction, the UKCEPS has been designed to partner the UKCESS survey series. At an overarching level, the questionnaire was therefore designed to minimise overlap and ensure the two surveys complement each other. There were also a number of other considerations in questionnaire design, which are outlined below.

3.2 Questionnaire Coverage

The 2012 survey covered the following broad areas:

- Recruitment, focusing particularly on young people
- Work experience and internships
- Staff development, including sources of information and advice
- Training activity and sources of training
- Vocational qualifications
- Apprenticeships
- National Occupational Standards
- Investors in People

3.3 Changes from the 2010 survey

Although the 2012 questionnaire was designed to ensure comparability with previous surveys in key areas, a number of changes were made in order to incorporate new content, reflecting the changing policy context since 2010, not least in the role of the Government in the employment and skills agenda. A significant amount of consultation was undertaken both within the UK Commission and with the project Steering Group to inform the questionnaire redesign. All of the questions from the previous survey were reviewed, and some were deleted/modified as appropriate, and a number of new questions were added.

Significant additions were made to the questionnaire, across a number of areas:

- A new section specifically considering recruitment of young people;
- New coverage of work placements and internships;

- More detailed information about apprenticeships, including informal apprenticeships not containing a government recognised qualification;
- Additional detail regarding the approach to staff development, for example including the skills of new recruits, and the existence of formal processes for training;
- Added questions about private providers of training to those about public providers, including more detail about funding sources for external training;
- Additional background information on establishments, including the age of the business, its perceived growth prospects, and the types of staff employed.

In addition, there was a further significant change to the questionnaire in the area of training activity, building on the *Defining and Measuring Training Activity* study undertaken by the UK Commission in 2010-11 (Winterbotham *et al*, 2011). This new classification of training types distinguishes between *internal* training (that employers deliver themselves within the organisation using their own existing resources), and *external* training (training delivered by people who are not immediate employees of the organisation). This differs from the classification of training used in the 2010 survey (and also in the UKCESS), which examined *on-the-job* and *off-the-job* training, defined as training which takes place at the employee's workstation in the former case, and training that takes place away from the workstation in the latter.

The benefit of the classification used in UKCEPS 2012 is that it allows us to more easily isolate training that employers deliver with support from outside agents ("external training"), and thereby to understand how and why employers engage with external provision – a particular focus of this survey.

It should be emphasised that figures produced measuring internal and external training are not directly comparable or equivalent to figures from other studies which measure on-the-job and off-the-job training.

3.4 Comparability with the 2010 survey

These changes, while enhancing the range and/or quality of information gathered in the 2012 UKCEPS and focusing the survey more closely on current policy priorities, have reduced the level of comparability with the 2010 survey. However, there remain a number of areas where comparability is retained, although in all cases caution should be exercised in comparing the results of similar but not identical questions:

- Firmographics
- Vocational qualifications
- Awareness and usage of source of help with skills and training

- Vacancies and usage of recruitment services
- Use of training plans and budgets

3.5 Interview length

Overall the average interview length was 23 minutes, although it varied widely between different employers depending on their engagement with initiatives, services and activities.

Interviews with larger establishments took longer on average, as might be expected, given that they are more likely to have engaged with the skills system and to have used more services / initiatives.

3.6 Piloting

Prior to the mainstage fieldwork, a pilot exercise was undertaken in order to test and refine the structure, ensure any new questions used are well understood by respondents, and ensure that the survey is of the length required.

The questionnaire was piloted between 30th March and 4th April 2012, with 50 interviews being completed with establishments from across the UK, covering a range of size bands and industrial sectors. These were followed up by eight cognitive interviews, targeted to focus on parts of the questionnaire identified as potentially difficult, and where the process of revising the questionnaire would be helped by additional information which could not be gathered during the pilot interviews. The key areas considered were:

- Exploring in more depth employers' apprenticeship offering, in particular how employers respond to different ways of describing different types of apprenticeships.
- The performance and flow of new questions on Investors in People (IiP).
- How employers related the performance of their business to terms like 'growth' and 'contraction'.

The results of both the pilot and cognitive interviews were used to inform further development of the mainstage questionnaire, in consultation between IFF Research and the UK Commission. Questionnaire changes were aimed at ensuring the effectiveness of the questions and ensuring the questionnaire would be of an appropriate length, reducing the length from 26½ minutes to 23 minutes. The final questionnaire is presented in Appendix A.

4 Fieldwork

4.1 Methodology

Following the pilot exercise and finalisation of the questionnaire, a total of 15,004 interviews were completed at IFF Research's London based telephone centre, using computer aided telephone interviewing (CATI) technology. Mainstage fieldwork took place throughout July and August 2012.

All interviewers were provided with a detailed briefing on the questionnaire design, the aims of the research, and background of the project and the organisations involved. The survey process was monitored throughout to ensure a high quality of interviewing. Regular adjustments were made to the balance of establishments contacted to ensure an even distribution of interviews with employers from different nations, sectors and size bands throughout the fieldwork period. For respondents in Wales, the survey was made available in both English and Welsh; in total four interviews were completed in Welsh.

4.2 Response rates

The survey achieved an overall response rate of 42 per cent. This compares favourably to the 2010 survey, when the response rate stood at 34 per cent, and also represents an increase on the 39 per cent that was achieved for the UKCESS 2011 survey.

Table 4.1 Sample outcomes and response rate

	Number of contacts	% of all sample	% of complete contacts
Total sample	127,350	100	
Ineligible establishments (e.g. sole traders)	6,225	5	
Unavailable during fieldwork / out of quota	66,387	52	
Unobtainable / invalid numbers	19,050	15	
Total complete contacts	35,688	28	100
Achieved interviews	15,004	12	42
Respondent refusal	14,687	12	41
Quits during interview	1,779	1	5
Company policy refusal	4,218	3	12

It is difficult to attribute the improvement in response rate to a single factor. The 2010 and 2011 surveys covered a slightly different population, including establishments with just one employee working at them. Both surveys found this a particularly difficult group to complete interviews with, which had a negative effect on the response rate. Their exclusion from the 2012 survey is likely to be behind some of the increase. Additionally, there may be other factors at work such as the business and political climate (the 2010 survey was carried out shortly after the general election, during a period of uncertainty for businesses). IFF also constantly work to improve the response rates achieved through for example calling out of hours and calling mobiles.

As is common with these types of surveys, it was particularly difficult to achieve interviews with smaller sized establishments, predominantly in sectors such as Construction or Agriculture which are typically site/outdoor based rather than carried out near a telephone. To attempt to mitigate the effect of this, IFF called these establishments outside of normal business hours to try to gather responses from these establishments.

5 Coding

5.1 Methodology

Open ended responses to the survey were coded by IFF Research's internal coding team. To ensure consistency, a formal codeframe was developed, and regularly reviewed during development by the research team. In addition, the application of the codeframe in practice was monitored through quality control checks to ensure high quality data.

5.2 Sector Classifications

Where respondents did not agree with the classification of their establishment, they were asked to give a description of the organisation's activities, using an approach developed by IFF over multiple surveys. This data was coded to 4 digit Standard Industrial Classification (SIC) 2007, and subsequently grouped into the sector categories used for analysis and reporting.

A detailed outline of the sector classifications used is provided in Appendix B.

6 Weighting

6.1 Data Source and Methodology

The survey data was weighted and grossed up to population figures of 1.71 million establishments. All population estimates used were derived from the latest available (March 2011) Inter-Departmental Business Register (IDBR).

The weighting was based upon nation, size and sector, using categories which matched the quotas used in the sampling process. The process was designed and undertaken on an interlocking size and sector basis separately for each country.

7 Sampling Error and Statistical Significance

7.1 Statistical accuracy of survey results

Sampling error for the survey results overall and for key sub-groups by which analysis is presented in the report is shown in Table 7.1 and Table 7.2. Figures have been based on a survey result of 50 per cent (the 'worst' case in terms of statistical reliability), and have used a 95 per cent confidence level. Where the table indicates that a survey result based on all respondents has a sampling error of +/- 0.8 per cent, this should be interpreted as follows: 'for a question asked of all respondents in this group where the survey result is 50 per cent, we are 95 per cent confident that the true figure lies within the range 49.2 per cent to 50.8 per cent'.

As a note, the calculation of sampling error has taken into account the finite population correction factor to account for cases where we are measuring a significant portion of the population universe (i.e. even if two sample sizes are the same, the sampling error will be lower if in one case a far higher proportion of the population was covered).

Table 7.1 Sampling error (at a 95 per cent confidence level) associated with findings of 50 per cent, by country and size band

	Number of interviews achieved	Population	(Maximum) sampling error
Overall			
UK	15,004	1,708,525	±0.8%
By country			
England	10,003	1,434,304	±1.0%
Northern Ireland	1,000	56,172	±3.1%
Scotland	2,000	137,424	±2.2%
Wales	2,001	80,625	±2.2%
By number of employees			
2 to 4	3,373	893,453	±1.7%
5 to 9	3,415	376,825	±1.7%
10 to 24	3,326	253,859	±1.7%
25 to 99	3,082	146,754	±1.7%
100 or more	1,808	37,634	±2.2%

Table 7.2 Sampling error (at a 95 per cent confidence level) associated with findings of 50 per cent, by sector

	Number of interviews achieved	Population	(Maximum) sampling error
By sector			
Primary sector and utilities	673	104,756	±3.8%
Manufacturing	1,166	100,243	±2.9%
Construction	1,033	162,649	±3.0%
Trade, accommodation and transport	4,980	567,801	±1.4%
Business and other services	4,101	566,353	±1.5%
Non-market services	3,051	206,723	±1.8%

Appendix A Final Survey Questionnaire

Screenener

ASK TELEPHONIST

S1 **Good morning / afternoon. My name is NAME and I'm calling from IFF Research. Can I just check, is this [COMPANY NAME FROM SAMPLE]?**

Yes – correct	1	CONTINUE
No – company name wrong	2	TAKE CORRECT COMPANY NAME AND CONTINUE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Residential Number	8	
Company closed	9	

ASK ALL

S2 **Please can I speak to the person at this site who has most responsibility for staff issues such as training, recruitment or resourcing?**

IF NECESSARY: **We need to speak to someone at this site rather than someone at another branch or office of your organisation. Could I speak to the person at this site who would have the best overview of human resource and personnel issues?**

Yes – speaking	1	CONTINUE
Yes – transferred	2	CONTINUE
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available during fieldwork period	8	
Nobody at site able to answer the questions	9	
Sole trader / alone at site	10	
Residential number	11	
Company closed	12	

S3 IF TRANSFERRED: **Good morning / afternoon, my name is NAME, calling from IFF Research, an independent market research company.**

ALL: We're conducting a survey on behalf of the UK Commission for Employment and Skills and its partners such as [ENGLAND: the Department for Business, Innovation and Skills (BIS) WALES: the Welsh Government SCOTLAND: the Scottish Government NI: the Department for Employment and Learning in Northern Ireland (DELNI)].

The survey aims to help Government and other organisations to help employers like you, by better understanding your needs in terms of skills, training and employment. Your co-operation will ensure that the views expressed are representative of all employers in your industry.

Can I just check, are you the best person at this site to answer questions on this subject? Are you available to take part now?

Continue	1	CONTINUE
Referred to someone else at establishment NAME_____	2	TRANSFER AND RE-INTRODUCE
JOB TITLE_____		
Hard appointment	3	MAKE APPOINTMENT
Soft appointment	4	
Refusal	5	THANK AND CLOSE
Refusal – company policy	6	
Refusal – taken part in recent survey	7	
Not available in deadline	8	

REASSURANCES TO USE IF NECESSARY

The interview will take around 20 minutes to complete.

Please note that all data will be reported in aggregate form and your answers will not be reported to our client in any way that would allow you or your organisation to be identified.

If respondent wishes to confirm validity of survey or get more information about aims and objectives, they can call:

MRS: Market Research Society on 0500 396 999

IFF: Sam Morris or Camilla Huckle: 0207 250 3035

UKCES: Vicki Belt: 07824 694929 or Robin Elliott-Marshall: 07775 017253

ALL: Please note, this call may be recorded for quality or training purposes.

ASK ALL IN WALES (COUNTRY=4)

S4 **Would you prefer the interview to be carried out in Welsh or English?**

Welsh	1	TRANSFER OR AGREE CONVENIENT TIME FOR WELSH CALL BACK
English	2	CONTINUE

Section A – Firmographics

ASK ALL

I would like to start by asking you some questions about your organisation and the site at which you work.

- A1 How many people work at this establishment? Please include both full-time and part-time employees on your payroll and any working proprietors or owners, but exclude the self-employed and outside contractors or agency staff.**

INTERVIEWER NOTE: NON-EMPLOYEE TRAINERS AND EMPLOYEES UNDER 16 SHOULD BE EXCLUDED.

PROBE FOR BEST ESTIMATE AND RECORD NUMBER

CLOSE IF DK/REF

CATI TO CODE RANGE AUTOMATICALLY AND CHECK QUOTA

1	1	THANK AND CLOSE
2-4	2	
5-9	3	
10-24	4	
25-49	5	
50-99	6	
100-249	7	
250 or more	8	

- A2 Is this establishment...?**
READ OUT. SINGLE CODE.

The only establishment in the organisation, or	1
One of a number of establishments within a larger organisation	2

- ASK IF MULTI-SITE ORGANISATION (A2=2):
A3 Can I just check, is this site the Head Office of the organisation?
READ OUT

Yes	1
No	2
DO NOT READ OUT Don't know	X

- IF A1<250 AND A2=2
A4 Does your organisation as a whole employ 250 people or more, including those at this site?

Yes – 250 or more	1
No – fewer than 250	2
Don't know	3

ASK ALL

A5 **Would you classify your organisation as one ...? READ OUT. CODE ONE ONLY**

MAINLY seeking to make a profit (i.e. private sector)	1
A charity or voluntary sector organisation or a social enterprise	2
A local-government financed body ADD IF NECESSARY: such as a school or a body delivering leisure, transport, social care, waste or environmental health services	3
A central government financed body ADD IF NECESSARY: such as the Civil Service, any part of the NHS, a college or university, the Armed Services, an Executive Agency or other non-departmental public bodies	4
DO NOT READ OUT: None of the above, other (specify)	5

ASK ALL

A6 **How long has your organisation been operating?**
PROBE FOR BEST ESTIMATE

Under 1 year	1
1-3 years	2
Over 3 years up to and including 5 years	3
Over 5 years up to and including 10 years	4
Over 10 years	5
DO NOT READ OUT: Don't know	X

ASK ALL PRIVATE SECTOR (A5=1)

A6A **Which of the following statements best applies to your outlook for the business over the next 12 months: We expect the business to...**

READ OUT; CODE ONE ONLY

Grow significantly	1
Grow slightly	2
Remain about the same	3
Contract slightly	4
Contract significantly or close down	5
DO NOT READ OUT: Don't know	X

ASK ALL

IF MULTI-SITE ORGANISATION, SAY: **From now on, when I use the word “establishment”, I mean this site.**

- A7 **I have [SIC DESCRIPTION ON SAMPLE] as a general classification for your establishment. Does this sound about right?**

Yes	1
No	2

IF NO (A7=2):

- A8 **How would you describe the main business activity of this establishment?**

PROBE FULLY:

What would you type into a search engine to find an organisation like yours online?

What exactly is made or done at this establishment?

WRITE IN. MUST CODE TO 4-DIGIT SIC07.

IF IN OPERATION FOR OVER A YEAR (A6≠1)

- A9 **Over the past 12 months, has the number of people employed at this establishment...?**

READ OUT AND CODE ONE ONLY.

Broadly remained the same,	1
Increased	2
Decreased	3
DO NOT READ OUT: Was not in business 12 months ago	4
DO NOT READ OUT: Don't know	X

Section B – HR Strategy

SAY TO ALL:

We're interested to understand more about your establishment in terms of your skill needs, and how you develop your staff.

- B1 First of all, you said earlier that you employ [ANSWER FROM A1] staff at this site. I'd like to understand how these break down into four broad roles:**
- 1) senior managers, managers and other professional staff**
 - 2) other "white collar", admin or office based staff**
 - 3) skilled manual staff (also known as "skilled blue collar"), and**
 - 4) other manual staff.**

ONLY ASK IF 25 OR MORE EMPLOYEES (A1RAN = 5, 6, 7 OR 8)

Would you prefer to give your answer as a number or as a percentage of your staff?

Numbers	1	ASK B1AN
Percentages	2	ASK B1AP

ASK IF LESS THAN 25 EMPLOYEES OR IF CHOSE NUMBERS (A1RAN = 1-4 OR B1=1):

B1AN How many of your staff are [ITERATION TEXT]?

INTERVIEWER: TOTAL STAFF= [ANSWER FROM A1].

IF CHOSE PERCENTAGES (B1=2)

B1AP What percentage of your staff are [ITERATION TEXT]?

	B1AN	B1AP
1) senior managers, managers and other professional staff	ENTER NUMBER	ENTER %
2) other "white collar", admin or office based staff	ENTER NUMBER	ENTER %
3) skilled manual staff (also known as "skilled blue collar"), and	ENTER NUMBER	ENTER %
4) other manual staff	ENTER NUMBER	ENTER %
DATA CHECK	DP CHECK SUMS TO A1	DP CHECK SUMS TO 100%

- DP: SELECT GROUP FOR B2: SELECT LARGEST GROUP AT B1.
- B2 **When you take on new employees as [SELECTED GROUP FROM B1AN/P], to what extent would you say that they come readily equipped with the skills that you need? Are they...**
 READ OUT; CODE ONE ONLY
 INTERVIEWER NOTE: IF A RESPONDENT SAYS THEY HAVE NOT TAKEN ON NEW EMPLOYEES RECENTLY, PLEASE ASK THEM TO BASE THEIR RESPONSE ON THEIR LAST EXPERIENCE OF DOING SO

Fully equipped	1
Have most of the skills but some need for development	2
Have some of the skills but need development	3
Have few or none of the skills and need significant development	4
DO NOT READ OUT: Do not take on new employees as [SELECTED GROUP FROM B1AN/P]	5
DO NOT READ OUT: Don't know	X

B2A QUESTION DELETED

B2B QUESTION DELETED

B2C QUESTION DELETED

- ASK ALL
- B3 **Thinking now about your approach to staff development, do you...:**
 READ OUT

	Yes	No	Don't Know
a. formally review the training needs of individuals, for example during annual appraisals	1	2	X
b. conduct any formal training needs analysis across the organisation as a whole, i.e. an assessment of training needs against your business plan?	1	2	X
c. have a staff training plan that specifies in advance the level and type of training your employees will need in the coming year?	1	2	X
d. have a dedicated budget for training expenditure [IF MULTI-SITE AND NOT HQ (A2=2 AND A3≠1): which specifically covers training spend for this site]?	1	2	X
e. conduct any evaluations of the costs and benefits of training?	1	2	X

Section C – Recruitment

ASK ALL

- C1 Have you had any vacancies for either full-time or part-time staff in the past 12 months, regardless of whether you managed to fill them or not?**

Yes	1
No	2
Don't know	X

- C2 Have you heard of any of the following services or initiatives?**

READ OUT. CODE ALL THAT APPLY

IF YES TO ANY ABOVE AND HAVE HAD VACANCIES IN LAST YEAR (C1=1 AND C2≠13)

ASK C3 FOR EACH HEARD OF

- C3 And have you made use of any of the following to recruit staff over the past 12 months?**

DISPLAY THOSE MENTIONED AT C2. READ OUT. CODE ALL THAT APPLY.

	C2	C3
EN/WL/SC: Jobcentre Plus's Work Programme	1	1
NI: Steps to Work	2	2
EN/WL/SC: Six Month Offer	3	3
SC: Training for Work	4	4
SC: Get Ready for Work	5	5
SC: Community Jobs Fund	6	6
SC: Employer Recruitment Incentive	7	7
NI: Bridge to Employment	8	8
WL: Go Wales	9	9
WL: Jobs Growth Wales	10	10
WL: ReAct, Redundancy Action Scheme	11	11
Graduate Talent Pool	12	12
DO NOT READ OUT: None of the above	13	13

IF HAVE HAD VACANCIES (C1=1)

- C4 **What channels have you used in the last 12 months to try to fill vacancies?**
DO NOT READ OUT; PROMPT AS NECESSARY; CODE ALL THAT APPLY

<i>PUBLIC FREE</i>	
EN/SC/WL: Jobcentre Plus (Employer Direct / Employer Direct Online) NI: Jobcentre/Jobs and Benefits Office (including Employers Online)	1
Government programmes and schemes (such as The Work Programme [NI: and Steps to Work; WA: and JobsGrowth Wales])	2
EN: National Apprenticeship Service (NAS) Apprenticeship Vacancy system	3
<i>PRIVATE PAID FOR</i>	
National newspapers (includes paper or online)	4
Local newspapers (includes paper or online)	5
Trade press / professional publications	6
Recruitment agencies	7
Paid for Recruitment websites (e.g. Monster, Jobsite or Total Jobs)	8
<i>PRIVATE FREE</i>	
School / college / university job fairs or career services	9
EN: Connexions	10
Word of mouth / personal recommendation	11
Internal notices (notice boards / intranet) / filled it internally	12
Own website	13
Social media	14
Other free websites (e.g. Gumtree)	15
Notice boards / shop windows	16
Other (SPECIFY)	17
DO NOT READ OUT: Don't know	X

ASK ALL

- C5 **I'd now like you to think about the factors you look for in candidates when you are looking to recruit new employees. For each factor that I read out, please say if it is critical, if it is a significant factor, if you place a small amount of value on it, or if it has no value for you?**

READ OUT AND PROMPT AS NECESSARY

	Critical	Significant	Small amount of value	No value	Don't know
Having a particular level of achievement of academic qualifications (e.g. GCSEs, A levels or a degree)	1	2	3	4	X
Having a relevant NVQ or SVQ	1	2	3	4	X
Having a relevant vocational qualification other than an NVQ or SVQ	1	2	3	4	X

IF HAVE HAD VACANCIES IN LAST 12 MONTHS (C1=1)

C6A **You said you have had vacancies in the last 12 months – can I just check, have you actually recruited anyone in the past year? IF NECESSARY: whether or not they are still working for you**

Yes	1
No	2
Don't know	X

IF YES (C6A=1)

C6B **And has anyone you've recruited been between the ages of 16 and 18, or 19 and 24...?**
CODE ONE ONLY

16-18	1
19-24	2
Both	3
Neither	4
Not sure but definitely under 25	5
Don't know	X

IF NOT RECRUITED YOUNG PEOPLE (C6B=4)

C7 **Was the reason you have not recruited any young people in the past 12 months due to any of the following:**

READ OUT; CODE ALL THAT APPLY

INTERVIEWER NOTE: PRECODE 2 (NOT SUFFICIENT QUALITY) INCLUDES LACK OF SKILLS, QUALIFICATIONS, EXPERIENCE, MOTIVATION AND POOR APPLICATIONS

No young people have applied for your vacancies	1
The young people that have applied were not of a sufficient quality	2
Or was there some other reason? [SPECIFY]	3
DO NOT READ OUT: No particular reason (ALLOW SINGLE CODE ONLY)	4
DO NOT READ OUT: Don't Know (ALLOW SINGLE CODE ONLY)	X

IF YOUNG PEOPLE NOT OF SUFFICIENT QUALITY (C7=2)

C7B **You said you had problems with the quality of the young candidates – would you say they have been lacking...? READ OUT; CODE ALL THAT APPLY**

The skills you look for	1
The qualifications you look for	2
The work experience that you require	3
The attitudes, motivation and/or personality you look for	4
The quality of the application (including the CV, cover letter, application form and/or interview)	5
Or was there some other reason? [SPECIFY]	6
DO NOT READ OUT: No particular reason (ALLOW SINGLE CODE ONLY)	7
DO NOT READ OUT: Don't Know (ALLOW SINGLE CODE ONLY)	X

IF HAVE RECRUITED YOUNG PERSON/PEOPLE (C6B=1-3 OR 5)
The next few questions relate to the *last* young person you recruited.

C8 **Firstly, what position or role were they recruited to?**

WRITE IN

C9 QUESTION DELETED

C10 **What channels did you use to fill this role?**
 DO NOT READ OUT; CODE ALL THAT APPLY
 SHOW RESPONSES SELECTED AT C4

<i>PUBLIC FREE</i>	
EN/SC/WL: Jobcentre Plus (Employer Direct / Employer Direct Online)	1
NI: Jobcentre/Jobs and Benefits Office (including Employers Online)	
Government programmes and schemes (such as The Work Programme [NI: and Steps to Work; WA: and Jobs Growth Wales])	2
EN: National Apprenticeship Service (NAS) Apprenticeship Vacancy system	3
<i>PRIVATE PAID FOR</i>	
National press	4
Local press	5
Trade press / professional publications	6
Recruitment agencies	7
Paid for Recruitment websites (e.g. Monster, Jobsite or Total Jobs)	8
<i>PRIVATE FREE</i>	
School / college / university job fairs or career services	9
EN: Connexions	10
Word of mouth / personal recommendation	11
Internal notices (notice boards / intranet) / filled it internally	12
Own website	13
Social media	14
Other free websites (e.g. Gumtree)	15
Notice boards / shop windows	16
[INSERT RESPONSE TO 'Other (SPECIFY)' AT C4]	17
DO NOT READ OUT: Don't know	X

C11 QUESTION DELETED

C12 QUESTION DELETED

ASK ALL

- C13 In general, thinking about the recruitment of young people (i.e. those aged 16-24), what would you say are the main benefits to employers of recruiting young people?**
DO NOT READ OUT; CODE ALL THAT APPLY

Their enthusiasm	1
They are relatively inexpensive	2
Can be moulded into own way of doing things	3
Easier to train	4
Social responsibility / give young people a chance	5
They are willing to learn	
They bring fresh / new ideas	6
Other (WRITE IN)	7
There are no benefits (ALLOW SINGLE CODE ONLY)	8
Don't know (ALLOW SINGLE CODE ONLY)	X

- C14 QUESTION DELETED**

- C15 Moving on now to think about people of all ages, during the past 12 months have you had anyone on a paid or unpaid work experience placement or internship?**

Yes	1
No	2
Don't know	X

IF NO (C15=2)

- C16 Why have you not had anyone on work experience placements or internships in the last 12 months?**
DO NOT READ OUT; CODE ALL THAT APPLY

We have no suitable roles	1
Do not have the time / resource to manage it	2
Does not offer us any business benefits / Benefits not worth cost	3
Would like to but don't know how to organise	4
Never thought about it	5
No one has approached us	6
Recruitment freeze / not recruiting at present	7
Other (SPECIFY)	8
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	X

ASK C17-C19 IN A LOOP

IF HAVE OFFERED PLACEMENTS (C15=1)

C17 **Have you had anyone in on:** [C17 ITERATION TEXT]?
READ OUT

FOR EACH "YES" AT C17:

C18 **How many people have you had on these placements in the last 12 months?**
IF NEEDED: [INSERT ITERATION TEXT]

FOR EACH "YES" AT C17 ON ITERATIONS 2 - 7

C19 **And how old have the people taking on these placements in the last 12 months been?**
IF NEEDED: [INSERT ITERATION TEXT]
READ OUT; CODE ALL THAT APPLY

	C17			C18	C19		
	Yes	No	Don't know		Under 25	25 or over	Don't know
a. Placements for people at school	1	2	3	ENTER NUMBER (or Don't know)			
b. Placements for people at college	1	2	3	ENTER NUMBER (or Don't know)	1	2	3
c. Placements for people at university	1	2	3	ENTER NUMBER (or Don't know)	1	2	3
d. Internships, either paid or unpaid	1	2	3	ENTER NUMBER (or Don't know)	1	2	3
e. Placements targeted at giving work experience to the unemployed (such as through Jobcentre Plus' Work Programme scheme)	1	2	3	ENTER NUMBER (or Don't know)	1	2	3
f. Work trials for potential new recruits	1	2	3	ENTER NUMBER (or Don't know)	1	2	3
g. Any other type of placement? (SPECIFY)	1	2	3	ENTER NUMBER (or Don't know)	1	2	3

IF HAVE OFFERED PLACEMENTS (C15=1)

C20 **What are the main reasons you offer work experience placements or internships?**
DO NOT READ OUT; CODE ALL THAT APPLY

Part of formal Social responsibility / CSR policy	1
Moral reasons / benefits to young people / doing our "bit"	2
Do not need to pay them	3
Gives them experience	4
Raises our profile in the recruitment market	5
Helps us with recruitment / use it as a trial period	6
Other (SPECIFY)	7
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	8

C21 QUESTION DELETED

C22 In the last 2-3 years has your establishment taken on anyone who has been on placement with you into a permanent or long-term paid role?
 READ OUT; CODE ALL THAT APPLY

Yes – at the end of their placement	1
Yes – after they finished their education / course / degree	2
No (ALLOW SINGLE CODE ONLY)	3
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	X

C23 QUESTION DELETED

Section D – People Development

Sources of information and advice

ASK ALL

- D1 I would now like to talk about the support that is available to businesses and organisations like yours to develop the skills of your employees.

In the past 12 months, as far as you know, has anyone at this establishment sought or received information, advice or more practical help on skills or training-related issues from people external to your organisation?

Yes	1
No	2
Don't know	3

ASK IF HAVE RECEIVED ADVICE (D1=1)

- D2 Has anyone at this establishment received advice or help on skills and training related issues in the last 12 months from any of the following? READ OUT. MULTICODE
DP PLEASE ROTATE ANSWER CODES

A Sector Skills Council (SSC) [SPECIFY WHICH]	1
A Trade union	2
A Professional body	3
A college	4
A university	5
A commercial or not-for-profit training Provider	6
A consultancy	7
Other employers in your industry or your locality	8
ENGLAND ONLY: Business Coaching for Growth (BCG)	9
ENGLAND AND WALES: Business Link	10
NORTHERN IRELAND ONLY: NI Business Information	11
SCOTLAND ONLY: Business Gateway	12
SCOTLAND ONLY: Scottish Enterprise	13
SCOTLAND ONLY: Highlands and Islands Enterprise	14
SCOTLAND ONLY: Skills Development Scotland	15
NORTHERN IRELAND ONLY: Invest Northern Ireland	16
NORTHERN IRELAND ONLY: Skills Solutions	17
WALES ONLY: Welsh Government	18
WALES ONLY: Local Enterprise Agency	19
WALES ONLY: Careers Wales	20
Local Authority	21
Chamber of Commerce	22
A Local Enterprise Partnership (or LEP)	23
Any others? [SPECIFY]	24
None	25
Don't know	X

- D3 IF RECEIVED ADVICE/HELP FROM OTHER EMPLOYERS (D2=8)
When you say you've had advice from other employers can I just check whether this was through: READ OUT; CODE ALL THAT APPLY

An organised group or formal network of employers	1
Personal network of contacts (including LinkedIn)	2
Other (SPECIFY)	3
DO NOT READ OUT: Don't know	X

IF D3=1 ASK D3A and B: **And was that formal network of employers:**

- A) **Local or national?**
 ALLOW MULTICODE

Local	1
National	2
Don't know	X

- B) **Industry-specific, or wider than your industry?**
 ALLOW MULTICODE

Industry-specific	1
Wider	2
Don't know	X

- ASK ALL
 D4 **Which of the following schemes and initiatives have you heard of...?**
 READ OUT

IF NOT MENTIONED AT D2 (NOT D2= 10 OR 11 OR 12) EN/WL: Business Link SC: Business Gateway NI: NI Business Information	1
Union Learning Fund	2
EN: National Skills Academy	3
WL: Skills Growth Wales	4
WL: Basic Skills Employer Pledge	5
WL: Leadership and Management Wales	6
WL: Workforce Development Programme	7
WL: Welsh Government Training Grants	8
SC: Flexible Training Opportunities	10
SC: PACE, Partnership Action for Continuing Employment	12
NI: 'Made Not Born', Leadership and Management Development	13
NI: Customised Training from DELNI (Department of Employment and Learning)	14
EN/SC/WL AND A1=250+: Right of employees to request time to train	15
DO NOT READ OUT None of these	16
DO NOT READ OUT Don't know	X

ASK D5 FOR EACH SCHEME OR INITIATIVE HEARD OF

D5 **Have you used or been involved with [INITIATIVE] in the past 12 months?**

Yes	1
No	2
Don't know	3

Training activity

ASK ALL

D6A **Has your establishment [IF MULTISITE or organisation] provided any INTERNAL training for employees [IF MULTISITE at this establishment] in the past 12 months? By internal training we mean training that was run by other employees of your organisation rather than external training providers or other organisations.**

Please include both on-the-job training that might occur at the individual's workstation and any courses or dedicated training sessions that have been run internally.

Yes	1
No	2
Don't know	X

D6B **And has your establishment [IF MULTISITE or organisation] provided any EXTERNAL training for employees in the past 12 months? By external training we mean any training that has been delivered by people who are not immediate employees of your organisation.**

Yes	1
No	2
Don't know	X

ASK IF BOTH INTERNAL AND EXTERNAL TRAINING (D6A=1 AND D6B=1)

D7 **You mentioned you provide both internal and external training for your staff.**

Could you please give me an estimate of what percentage of your training is external?

ENTER PERCENTAGE (ALLOW 1-99%)
ALLOW DON'T KNOW

- D8 ASK ALL WHO DO EXTERNAL TRAINING (D6B=1)
Which of the following external sources of training have you used in the past 12 months...?
 READ OUT – CODE ALL THAT APPLY

Commercial organisations, for example consultants or private training providers	1
Non-profit making organisations, for example employer associations, voluntary organisations	2
FE (Further Education) Colleges	3
Universities or other Higher Education institutions	4
DO NOT READ OUT: Other [SPECIFY]	5
DO NOT READ OUT: No external providers used - INTERVIEWER CHECK D6B	6
DO NOT READ OUT: Don't know	X

- ASK IF USE PRIVATE PROVISION (D8=1 OR 2)
 D9A **Why do you choose to use** [INSERT ANSWERS 1 AND/OR 2 FROM D8] **to deliver** [IF D8=3 or 4: **some of**] **your training?**
 DO NOT READ OUT; CODE ALL THAT APPLY

- ASK IF USE PUBLIC PROVISION (D8=3 OR 4)
 D9B [IF D8=1 OR 2 **And**] **Why do you choose to use** [INSERT ANSWERS 3 AND/OR 4 FROM D8] **to deliver** [IF D8=1 or 2: **some of**] **your training?**
 DO NOT READ OUT; CODE ALL THAT APPLY

They provide relevant courses	1
The quality or standard of the courses or training provided is high	2
It is easy to find information about the courses	3
They approached us with a good offer	4
The start dates or times of the courses are convenient	5
Good value for money	6
Past use has been satisfactory	7
They are local to us	8
We have always used them	9
Recommended to us	10
Other (WRITE IN)	11
No particular reason	12
Don't know	X

IF USE FE COLLEGES (D8=3)
D10 **How is the training you do through Further Education Colleges funded?**
READ OUT; CODE ONE ONLY

Funded entirely by your establishment or organisation	1
Funded partly by your establishment or organisation	2
Or does your organisation not contribute to the funding at all?	3
DO NOT READ OUT: Don't know	X

IF ENTIRELY OR PARTLY OTHER-FUNDED (D10=2 OR 3)
D10A **Who funds the [D10=2: remainder of the] training you do at FE Colleges?**
DO NOT READ OUT; CODE ALL THAT APPLY

Government	1
The FE College	2
The employee	3
Other (SPECIFY)	4
Don't know	X

IF USE UNIVERSITIES OR OTHER HE (D8=4)
D10B **How is the training you do through Universities or other Higher Education Institutions funded?**
READ OUT; CODE ONE ONLY

Funded entirely by your establishment or organisation	1
Funded partly by your establishment or organisation	2
Or does your organisation not contribute to the funding at all?	3
DO NOT READ OUT: Don't know	X

IF ENTIRELY OR PARTLY OTHER-FUNDED (D10B=2 OR 3)
D10C **Who funds the [D10=2: remainder of the] training you do at Universities or other Higher Education Institutions?**
DO NOT READ OUT; CODE ALL THAT APPLY

Government	1
The university	2
The employee	3
Other (SPECIFY)	4
Don't know	X

ASK IF NOT USED PRIVATE PROVISION (D8#1 AND D8#2)

D11A And why do you not use commercial organisations or non-profit making organisations to deliver your training?

DO NOT READ OUT; CODE ALL THAT APPLY

INTERVIEWER NOTE: IF RESP SAYS "NO NEED" OR "NOT RELEVANT" CODE AS OTHER AND PROBE AS TO WHY

ASK ABOUT FE COLLEGES IF (D8#3 AND D8=4)

ASK ABOUT UNIVERSITIES IF (D8=3 AND D8#4)

ASK ABOUT EITHER COLLEGES OR UNIVERSITIES AT RANDOM IF NOT USED

PUBLIC PROVISION (D8#3 AND D8#4)

D11B And why do you not use [FE Colleges] [Universities and Higher Education institutions] to deliver your training?

DO NOT READ OUT; CODE ALL THAT APPLY

INTERVIEWER NOTE: IF RESP SAYS "NO NEED" OR "NOT RELEVANT" CODE AS OTHER AND PROBE AS TO WHY

The courses they provide are not relevant	1
The quality or standard of the courses or training provided is not satisfactory	2
I don't know enough about the courses that they provide	3
There is a lack of information available about the courses they provide	4
The start dates or times of the courses are inconvenient	5
It is too expensive	6
Past use has not delivered the benefits you expected	7
Prefer to train in-house	8
No providers locally	9
Other (WRITE IN)	10
No particular reason	11
Don't know	X

ASK IF DO NOT DO EXTERNAL TRAINING (D6B=2)

D12 [D6A=1 AND D6B=2: Why hasn't your establishment used the teaching or training services of external training providers in the last 12 months?] [D6A=2 AND D6B=2: Why has your establishment not decided to deliver any training using the teaching or training services of external training providers in the last 12 months?]

DO NOT READ OUT; CODE ALL THAT APPLY

INTERVIEWER: IF RESP SAYS "PREFER TO TRAIN IN-HOUSE" OR "NO NEED / NOT RELEVANT" PROBE AS TO WHY.

The courses they provide are not relevant	1
The quality or standard of the courses or training provided is not satisfactory	2
I don't know enough about the courses that they provide	3
There is a lack of information available about the courses they provide	4
The start dates or times of the courses are inconvenient	5
It is too expensive	6
Past use has not delivered the benefits you expected	7
No providers locally	8
Don't provide any training for staff	9
Staff are not interested in receiving external training	10
Other (WRITE IN)	11
No particular reason	12
Don't know	X

Training to VQs

IF TRAIN (D6A=1 OR D6B=1)

- D13 **Moving back to thinking about all the training you arrange or fund for staff, has your establishment arranged or funded training designed to lead to a recognised VOCATIONAL qualification, to aid the development of your employees in the last 12 months?**

Yes	1
No	2
Don't know	X

IF DO NOT ARRANGE TRAINING FOR VOCATIONAL QUALS (D13=2 OR 3)

- D14 **For which of the following reasons has your company NOT arranged training for your employees that was designed to lead towards the achievement of a vocational qualification?**

READ OUT.

INTERVIEWER: IF RESP SAYS "NO NEED" OR "NOT RELEVANT" CODE AS OTHER AND PROBE AS TO WHY

ROTATE CODES EXCEPT "VOCATIONAL QUALIFICATIONS DON'T FIT OUR BUSINESS NEEDS", WHICH SHOULD ALWAYS BE ASKED LAST

Don't know enough about what vocational qualifications are available	1
Don't think vocational qualifications are as rigorous as other qualifications	2
Staff don't want vocational qualifications	3
Vocational qualifications are too expensive to deliver	4
Vocational qualifications take too long to deliver	5
Vocational qualifications are too complicated for our needs	6
Vocational qualifications are too much bureaucracy	7
The Government does not provide funding or grants to cover the costs	8
Cutbacks in our training budget	9
Vocational qualifications don't fit our business needs for any other reason (SPECIFY)	10
DO NOT READ OUT: Don't know	X

- D15 IF HAVE ARRANGED TRAINING FOR VOCATIONAL QUALS (D13=1)
And for which of the following types of vocational qualification have you arranged or funded training for your staff? READ OUT; CODE ALL THAT APPLY

	Prompted
Entry level certificates including Skills for Life at entry level	1
EN/NI/WL: NVQs SC: SVQs	2
BTEC awards, certificates or diplomas	3
Functional Skills	4
OCR Nationals	5
Foundation Learning Tier pathways	6
HNCs or HNDs	7
Apprenticeships	8
City and Guilds	9
Other nationally recognised vocational qualification (specify)	10
DO NOT READ OUT: None of these	11
DO NOT READ OUT: Don't know	X

- D16 IF HAVE ARRANGED TRAINING FOR VOCATIONAL QUALS (D13=1)
To what extent would you agree or disagree that employees achieving vocational qualifications leads to...? READ OUT. SINGLE CODE.

	Agree Strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree Strongly	DK
Better business performance	1	2	3	4	5	X
Improved staff retention	1	2	3	4	5	X
The development of new skills	1	2	3	4	5	X
An increase in knowledge and understanding	1	2	3	4	5	X
Reliable standards of competence	1	2	3	4	5	X

- D17 **And to what extent would you agree or disagree that vocational qualifications...? READ OUT. SINGLE CODE.**

	Agree Strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree Strongly	DK
Can be adapted to business needs	1	2	3	4	5	X
Allow staff to work flexibly at their own pace	1	2	3	4	5	X
Cover all skills needed by the company	1	2	3	4	5	X
Do not require much time away from the job	1	2	3	4	5	X
Offer good value for money	1	2	3	4	5	X

- D18 **Does the achievement of a vocational qualification by one of your staff..... ?**
 READ OUT. SINGLE CODE

Always	1
Generally	2
Sometimes	3
Rarely / Never lead to a pay increase	4
DO NOT READ OUT: Don't know	X

- D19 **And does the achievement of a vocational qualification by one of your staff..... ?**
 READ OUT. SINGLE CODE

Always	1
Generally	2
Sometimes	3
Rarely / Never lead to a promotion or improved job status	4
DO NOT READ OUT: Don't know	X

National Occupational Standards

ASK ALL

- D20 **Which of these best describes your awareness of the National Occupational Standards (NOS) for your industry or sector? Would you say...**
 READ OUT; CODE ONE ONLY

You have not heard of National Occupational Standards	1
You are aware of them but do not know what they are	2
You are aware of them and have some knowledge of what they include	3
You have a good knowledge of them and what they include	4
DO NOT READ OUT: Don't know	X

IF AWARE WITH SOME KNOWLEDGE (D20=3-4):

- D21 **Does your establishment use the National Occupational Standards covering your sector in any of the following ways?**
 READ OUT; CODE ALL THAT APPLY

DP: RANDOMISE RESPONSES

To develop job descriptions or guide recruitment criteria	1
To develop training plans to meet your establishment's skills needs	2
For succession planning or competency frameworks	3
For staff appraisals or performance management	4
Are they used in any other ways? (SPECIFY)	5
DO NOT READ OUT: National Occupational Standards are not used by this establishment (ALLOW SINGLE CODE ONLY)	6
DO NOT READ OUT: Don't know (ALLOW SINGLE CODE ONLY)	X

Apprenticeships

ASK ALL

I'd like to move on now to ask some questions about Apprenticeships.

D22 Do you currently have any staff undertaking Apprenticeships at this site?

Yes	1
No	2
Don't know	x

IF NO (D22=2 OR D22=3)

D23 Do you currently offer Apprenticeships at this site?

Yes	1
No	2
Don't know	x

IF HAVE OR OFFER APPRENTICESHIPS (D22=1 OR D23=1)

D23A Do you currently offer Apprenticeships at this site to...?

	Yes	No	Don't know
16 - 18 year olds	1	2	X
19 – 24 year olds	1	2	X
Those aged 25 or over	1	2	X

D23B Do you currently offer Apprenticeships at this site to existing employees, do you recruit people specifically as Apprentices, or do you do both...?

Existing employees	1
New employees recruited specifically as Apprentices	2
Both	3
Don't Know	X

D24A Do the Apprenticeships you offer follow a formal Apprenticeship framework and lead to nationally recognised qualification...?

Yes	1
No	2
Don't know	X

D25 Can you tell me which if any of the following apply in relation to the Apprenticeships you offer? READ OUT

	Yes	No	DK
i. Do the apprentices receive training delivered by a training provider either on their or your premises	1	2	X
ii. Do you as the employer provide formal training sessions as part of the Apprenticeship	1	2	X

D25a QUESTION DELETED

D25b QUESTION DELETED

D26 Typically how long are the Apprenticeships you offer intended to last for from start to finish?

PROMPT IF NECESSARY; CODE ONE ONLY

INTERVIEW NOTE: IF OFFER MORE THAN ONE APPRENTICESHIP FRAMEWORK / TYPE AND LENGTH VARIES ASK ABOUT THE MAIN ONE (IE THE ONE THAT THEY OFFER MOST OF / HAVE THE LARGEST NUMBER OF EMPLOYEES DOING)

6 months or less	1
Over 6, up to and including 12 months	2
Over 12, up to and including 18 months	3
Over 18, up to and including 24 months	4
Over 2 up to and including 3 years	5
Over 3 up to and including 5 years	6
More than 5 years	7
Don't know	X

D27 To what extent to you agree or disagree that Apprenticeships are a cost effective way to train staff?

READ OUT; CODE ONE ONLY

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5
DO NOT READ OUT: Don't know	X

IF DON'T HAVE OR DON'T OFFER APPRENTICESHIPS (D23=2 OR 3)

D28 **Which of the following would you say best describes your knowledge of Apprenticeships?**

READ OUT; CODE ONE ONLY

I have not heard of Apprenticeships	1
I have heard the term but do not know what is involved	2
I am aware of them and have some knowledge of what is involved	3
I am aware of them and have a good knowledge of what is involved	4
I am aware of them and have a very good knowledge of what is involved.	5
DO NOT READ OUT: Don't know	X

ASK ALL EXCEPT THOSE WHO DON'T HAVE/OFFER AND ARE NOT AWARE OF APPRENTICESHIPS (ALL EXCEPT D28=1)

D29 **In terms of specific government-recognised schemes have you heard of...?**

READ OUT

	Yes	No	Don't know
Intermediate level Apprenticeships	1	2	3
Advanced level Apprenticeships	1	2	3
Higher Apprenticeships	1	2	3
Apprenticeships for those aged 25 plus	1	2	3
SC: Modern Apprenticeships	1	2	3
SC: Technical Apprenticeships	1	2	3
SC: Professional Apprenticeships	1	2	3
NI: Apprenticeships NI	1	2	3
WL: Foundation Apprenticeships	1	2	3
WL: Pathways to Apprenticeship	1	2	3

ASK ALL EXCEPT THOSE WHO DON'T HAVE/OFFER AND ARE NOT AWARE OF APPRENTICESHIPS (ALL EXCEPT D28=1)

- D30 **Which of the following best describes your awareness that the government fully subsidise the costs of training 16-18 year old apprentices on government-recognised schemes?**

READ OUT

I was not aware	1
I was aware of a government subsidy for Apprenticeships, but not aware of an age restriction	2
Yes, I was aware of this	3
DO NOT READ OUT: I was aware but thought age restrictions were different in some other way	4
DO NOT READ OUT: Don't know	X

ASK ALL EXCEPT THOSE WHO DON'T HAVE/OFFER AND ARE NOT AWARE OF APPRENTICESHIPS (ALL EXCEPT D28=1)

ASK D31 AND D32 AS PAIRS

- D31 **Have you heard of** [IF EN, WA, SC: any of] **the following relating to Apprenticeships?**
[ITERATION TEXT]

- D32 **And have you used** [ITERATIONS 1, 2, 3 or had contact with] [ITERATION TEXT] **in the last 12 months?**

	D31	D32
EN: National Apprenticeship Services (NAS)	1	1
Group Training Associations	2	2
EN: Apprenticeship Training Agencies	3	3
EN: Apprenticeship vacancies online	5	5
EN: Apprenticeship Grant for Employers (AGE 16-24)	4	4
WL: Online Apprenticeship Matching Service	6	6
WL: Young Recruits Programme	7	7
SC: Skills Development Scotland	8	8
SC: Adopt an Apprentice	9	9

IF DON'T HAVE/DON'T OFFER AND ARE AWARE OF APPRENTICESHIPS (D28 = 2-5)

D33 **Why does your organisation not currently offer Apprenticeships?**

DO NOT READ OUT, CODE ALL THAT APPLY

INTERVIEWER: IF RESP SAYS "NOT RELEVANT FOR OUR INDUSTRY" PROBE AS TO WHY.

Bad experience with training providers in the past	1
Never have before so haven't considered it	2
Past apprentices have not been of a good standard	3
We cannot currently afford to	4
Prefer other forms of training	5
Prefer to recruit experienced staff	6
All our staff fully skilled, no need	7
No one has enquired about doing one lately	8
Apprenticeships are only for manual staff / not for professionals	9
Apprenticeships are not offered for our industry	10
Other (SPECIFY)	11
Don't know	X

ASK ALL

D34 **Does your organisation plan to offer Apprenticeships in the future?**

READ OUT; CODE ALL THAT APPLY

Yes	1
No	2
Don't know	X

IF HAVE OR OFFER APPRENTICESHIPS AND DO NOT PLAN TO OFFER
 APPRENTICESHIPS IN THE FUTURE ((D22=1 OR D23=1) AND D34=2)
 D34A **Is there any particular reason you do not plan to offer Apprenticeships in the future?**
 DO NOT READ OUT; CODE ALL THAT APPLY

Bad experience with training providers in the past	1
Past apprentices have not been of a good standard	2
Apprentices tend to leave soon after their training	3
We cannot currently afford to	4
Prefer other forms of training	5
Prefer to recruit experienced staff	6
All our staff fully skilled, no need	7
Apprenticeships are only for manual staff / not for professionals	8
Apprenticeships are not offered for our industry	9
Other (SPECIFY)	10
No particular reason	11
Don't know	X

Section E – Awareness and Perceptions of IIP and UKCES Investments

ASK ALL

Now thinking about the quality standards available to organisations:

E1 **Is your organisation currently accredited with Investors in People?**

Yes	1
No	2
DO NOT READ OUT - Don't know	X

IF NOT ACCREDITED WITH IIP (E1=2)

E2 **Do any of the following apply to you: CODE ALL THAT APPLY**

We have been recognised as an Investor in People in the past	1
We are currently working with IIP or towards IIP accreditation	2
We are considering working towards IIP accreditation	3
None of the above	4
Don't know	X

E2A QUESTION DELETED

IF NOT ACCREDITED AND NEVER HAVE BEEN OR DK (E1= 3 OR E2=4 OR 5)

E3 **Have you heard of Investors in People before?**

Yes	1
No	2
DO NOT READ OUT - Don't know	X

ASK ALL AWARE OF IIP (E1=1 OR E2=1-3 OR E3=1)

E4 **How much do you feel you know about the Investors in People Standard? Would you say you know...**

READ OUT; CODE ONE ONLY

A lot about it	1
A fair amount	2
Just a little	3
Or would you say you have heard of it but know nothing about it	4
DO NOT READ OUT - Don't know	X

IF KNOW ABOUT IIP (E4=1-3)

- E5 **I would like you to tell me how beneficial you think Investors in People is for an organisation to have. Please give your answer on a scale of one to ten, where one signifies that it is “highly detrimental” and ten signifies it is “highly beneficial”? ADD IF NECESSARY It doesn’t matter if you don’t know much about Investors in People; please just give me your overall impression of it.**

1 – Highly detrimental	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10 – Highly beneficial	10
DON'T KNOW	X

ASK ALL

- E6 **Moving on to think about the UKCES – the UK Commission for Employment and Skills. How much would you say you know about them?**
READ OUT; CODE ALL THAT APPLY

A lot	1
A fair amount	2
A little	3
You have heard the name but nothing else	4
Or would you say you had not heard of them before we called with this survey?	5
DO NOT READ OUT: Don't know	X

IF HEARD OF UKCES AND HAVE SOME KNOWLEDGE (E6=1-3)

E7 **What is it that you think the UK Commission for Employment and Skills do?**

DO NOT READ OUT; CODE ALL THAT APPLY

Grants / funds for employers to invest in skills	1
Grants / funds for employer-led bodies	2
Growth and Innovation Fund	3
Employer Ownership Pilot Fund	4
Labour Market Information / LMI	5
Research and Consultation	6
Work with Sector Skills Councils (SSCs)	7
Investors in People	8
Other (SPECIFY)	9
Don't know (ALLOW SINGLE CODE ONLY)	X

E8 QUESTION DELETED

Section F – Closing Questions

- F1 ASK ALL
Thank you very much for taking the time to speak to us today. Occasionally it is necessary to call people back to clarify information; may we please call you back if required?

REASSURE IF NECESSARY: **Your details will only be used by IFF to call you back regarding this particular study.**

Yes	1
No	2

- F2 ASK ALL
If the government and its agencies wish to undertake further work on related issues in the future would it be ok for them or their appointed contractors to contact you on these issues?

Yes	1
No	2

- F3 **Finally, it is sometimes possible to link the data we have collected with other government surveys or datasets to enable further statistical analysis. Would you be happy for this to be done? Your confidentiality will be maintained, and linked data will be anonymised and only used for statistical purposes by researchers authorised by the Office for National Statistics.**

Yes	1
No	2

- F4 IF YES (F3=1)
To help with linking the data can you please tell me your VAT registration number?

Yes (RECORD THE NUMBER) RANGE 1-999,999,999 – IF LESS THAN 9 DIGITS GIVEN RIGHT JUSTIFY WITH LEADING ZEROES	1
Don't know the number	2
Don't have a number	3
Refused	4

Collect respondent name (RNAME) and job title (RJOB).

I declare that this survey has been carried out under IFF instructions and within the rules of the MRS Code of Conduct.	
Interviewer signature:	Date:
Finish time:	Interview Length mins

Appendix B Industry Coding

Each establishment was allocated to one of six sectors, based on their Standard Industrial Classification (SIC). SIC 2007 was used to classify establishments using the following method. Using the four-digit Standard Industrial Classification (SIC) supplied for each record from the Experian database, a description of business activity was read out to each respondent. If they agreed that this description matched the main activity undertaken at the establishment, then the SIC on Experian's database was assumed to be correct. If however the respondent felt the description did not correspond to their main business activity at the site, a verbatim response was collected to find out what they do (see question A4 on the survey; questionnaire shown in Appendix C). At the analysis stage this was coded to a four-digit SIC which was then used as the basis for allocation into sector.

The table below shows the six sectors and their corresponding SIC 2007 definitions.

Table B.1 Industry coding

Sector	SIC 2007
1. Primary Sector and Utilities	<p>A - Agriculture, forestry and fishing (01-03)</p> <p>Including farming, hunting and other related service activities, forestry and logging, fishing and aquaculture</p> <p>B - Mining and quarrying (05-09)</p> <p>Including mining of coal, metals, sand/stone/clay, and extraction of crude petroleum and natural gas</p> <p>D - Electricity, gas, steam and air conditioning supply (35)</p>
2. Manufacturing	<p>C - Manufacturing (10-33)</p> <p>Including manufacture of food and beverage, textiles, chemicals and chemical products, basic pharmaceutical products, other mineral products, manufacture of metals and metal products, machinery, computer and electronic products and equipment, motor vehicles and other transport equipment, furniture, and repair and installation of machinery and equipment</p> <p>E - Water supply, sewerage, waste management and remediation activities (36-39)</p> <p>Including electric power generation, transmission and distribution, manufacture of gas and distribution of gaseous fuels, steam and air conditioning supply, water collection, treatment and supply, sewerage and waste collection, treatment and disposal activities and materials recovery</p>
3. Construction	<p>F - Construction (41-43)</p> <p>Including the construction of buildings, civil engineering (constructing roads, railways and other utility projects), demolition, and specialised activities such as electrical installation, roofing and scaffold erection</p>

Sector	SIC 2007
4. Trade, Accommodation and Transport	<p data-bbox="475 230 1374 293">G - Wholesale and retail trade; repair of motor vehicles and motor cycles (45-47)</p> <p data-bbox="475 315 1374 443">Including sale, maintenance and repair of motor vehicles, parts and accessories, non-vehicle wholesale (for example agriculture, food, household goods), and the retail trade of all products whether in stores, stalls, markets, mail order or online</p> <p data-bbox="475 479 1102 508">I - Accommodation and food service activities (55-56)</p> <p data-bbox="475 530 1374 624">Including hotels, campsites, youth hostels, holiday centres, villages and other short stay accommodation, restaurants and takeaways, event catering and licensed clubs, pubs and bars</p> <p data-bbox="475 660 874 689">H - Transport and storage (49-53)</p>
5. Business and Other Services	<p data-bbox="475 725 979 754">J - Information and communication (58-63)</p> <p data-bbox="475 777 1374 974">Including land, water and air transport (passenger and freight), warehousing and support activities for transportation, postal and courier activities, publishing (books, journals, newspapers etc and software/computer games), television, film and music production, broadcasting, telecommunications, computer programming and consultancy, information service activities (e.g. data processing and hosting)</p> <p data-bbox="475 1010 1002 1039">K - Financial and insurance activities (64-66)</p> <p data-bbox="475 1061 1374 1155">Including banks and building societies, activities of holding companies, trusts, funds and similar financial entities, credit granting, pensions, insurance and reinsurance</p> <p data-bbox="475 1191 812 1220">L - Real estate activities (68)</p> <p data-bbox="475 1243 1126 1272">M - Professional, scientific & technical activities (69-75)</p> <p data-bbox="475 1294 1129 1323">N - Administrative and support service activities (77-82)</p> <p data-bbox="475 1346 1374 1608">Including the buying, selling and renting of real estate, legal activities, accounting, bookkeeping and auditing, management consultancy, architectural and engineering activities, scientific research and development, advertising and market research, specialist design, photographic activities, translation and interpretation, veterinary activities, renting and leasing of tangible goods (motors, household, machinery), employment agencies, travel agencies and tour operations, security and investigation activities, office administration and business support</p> <p data-bbox="475 1644 1015 1673">R - Arts, entertainment and recreation (90-93)</p> <p data-bbox="475 1709 879 1738">S - Other service activities (94-96)</p> <p data-bbox="475 1760 1374 1921">Including performing arts, libraries and museums, gambling and betting, sports facilities, amusement and recreation activities, activities of membership organisations (religious, political, trade union, professional), personal services (hairdressing, beauty, textile cleaning, well-being activities, funeral activities)</p>

Sector	SIC 2007
6. Non-Market Services	<p data-bbox="475 230 1305 259">O - Public administration and defence; compulsory social security (84)</p> <p data-bbox="475 280 1380 409">Including administration of the State and economic and social policy of the community, provision of services to the community as a whole such as defence activities, foreign affairs, justice and judicial activities, fire service and compulsory social security activities</p> <p data-bbox="475 448 687 477">P - Education (85)</p> <p data-bbox="475 497 1380 591">Including pre-primary, primary, secondary and higher education, other education (such as sports, driving schools, cultural education), educational support activities</p> <p data-bbox="475 629 1082 658">Q - Human health and social work activities (86-88)</p> <p data-bbox="475 678 1380 741">Including Hospitals, medical and dental practices, residential care, social work activities</p>
<i>NOT COVERED IN SURVEY</i>	<p data-bbox="475 808 1380 873">T - Activities of households as employers; undifferentiated goods and services producing activities of households for own use (97-98)</p> <p data-bbox="475 943 1182 972">U - Activities of extraterritorial organisations and bodies (99)</p> <p data-bbox="475 992 1380 1057">Including households as employers of domestic personnel, private households producing goods for own use</p>

Appendix C Quotas and achieved interviews

The table below shows the resulting quotas, and the number of interviews achieved in each category.

Table C.1 Final quotas and achieved interviews in each group

	Target number of interviews	Achieved number of interviews	Percentage of target interviews achieved
Overall			
UK	15,000	15,004	100
By country			
England	10,000	10,003	100
Northern Ireland	1,000	1,000	100
Scotland	2,000	2,000	100
Wales	2,000	2,001	100
By number of employees			
2 to 4	3,750	3,373	90
5 to 9	3,301	3,415	103
10 to 24	3,149	3,326	106
25 to 99	3,009	3,082	102
100 or more	1,791	1,808	101
By sector			
Primary sector and utilities	718	673	94
Manufacturing	1,053	1,166	111
Construction	1,103	1,033	94
Trade, accommodation and transport	5,005	4,980	100
Business and other services	4,346	4,101	94
Non-market services	2,886	3,051	106

All of the outputs of the UK Commission can be accessed on our website at www.ukces.org.uk

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