



Department
for Education

Employer Satisfaction Survey 2019

Technical Report

This survey was undertaken by Ipsos MORI on behalf of the Department for Education

October 2019

Ipsos MORI

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1. Introduction

1.1. The Employer Satisfaction performance indicator and score calculation

This publication provides technical details of the FE Choices Employer Satisfaction Survey 2019. This survey measures employers' satisfaction with training funded by the Department for Education (DfE). The survey applied to most general further education (FE) colleges, tertiary colleges, specialist colleges, local authorities and most independent learning providers that deliver public-funded training.

The survey used a multi-mode approach starting with the most cost-effective methodologies: postal and online (where a valid postal address or email was available for the employer). Employers who had not responded to postal/online contacts were followed up by telephone by Ipsos MORI, if it was likely that the college, or other training provider would meet the minimum response threshold as the result of a telephone boost.

A total of 53,488 employer workplace locations took part in the survey, from an eligible population of 220,973 employer workplaces across 1,183 colleges and other training providers. Fieldwork took place during March to July 2019.

As in previous years, the survey approach enabled colleges and other training providers to initially administer the survey before the process was then taken forward by Ipsos MORI. Colleges and other training providers were asked to administer the online and paper surveys to their employers during March and May 2019, and to achieve the minimum number of responses to qualify for an Employer Satisfaction score. Ipsos MORI conducted further surveys for colleges and other training providers that failed to reach the minimum threshold using the provider-led approach. This approach was introduced in the 2012 to 2013 Employer Satisfaction Survey. Prior to 2012 to 2013 the survey had been administered centrally by Ipsos MORI.

The Employer Satisfaction Performance Indicator is a score derived from responses to a survey of employers who have received training from eligible colleges and other training providers during a pre-determined reference period. The survey is a census with the exception of the largest providers (i.e. with more than 3,000 employer customers); a sample of workplaces were selected for these providers. . For the 2019 survey, the reference period was August 2018 to January 2019¹, in line with the previous surveys. The survey captures employers' perceptions of the quality of

¹ This is the period that learning took place

colleges and other training providers' responsiveness to the employer's needs. The survey is multi-mode comprising online, postal and telephone methodologies.

The Employer Satisfaction questionnaire comprises eleven rating questions (see Appendix A). Ten of these questions use a rating scale of 0 to 10 where 0 denotes a very poor rating and 10 is very positive. The scale for the eleventh rating question – 'likelihood to recommend the provider' is on a 5-point scale (extremely likely to extremely unlikely). The provider score for the 2018 to 2019 survey is based on the percentage of respondents who would be 'extremely likely' or 'likely' to recommend the provider².

² How likely would you be to recommend this training provider to another employer seeking similar training, on a scale from Extremely Unlikely to Extremely likely?

2. Methodology

2.1. Definition of eligible colleges and other training providers

Subject to certain eligibility criteria, the Employer Satisfaction Survey 2019, similar to the FE Learners Satisfaction Survey, applied to: all general further education colleges, tertiary colleges, land-based colleges, art and design colleges and most independent learning providers that deliver apprenticeships and other training linked to an. The exceptions were:

- Sixth-form colleges
- Apprenticeship Division Direct Grant Employers
- Colleges and other training providers funded to deliver training exclusively to their own employees.

Further details can be accessed on the Department for Education's (DfE) pages on GOV.UK.

A total of 1,485 colleges and other training providers were in-scope for the Employer Satisfaction Survey 2019.

2.2. Definition of eligible employers

Employers eligible to respond to the survey had received public-funded training delivered by an eligible college or other training provider between August 2018 and January 2019.

The source of the base information for each college or other training provider's eligible employers was the Individualised Learner Record (ILR) database. This contains an employer identifier (the Employer Data Registration Service (EDRS)) for each eligible learner. The EDRS is matched to the [Blue Sheep database](#) to append employers' contact details. The database provided to Ipsos MORI contained 220,973 employer records relating to 1,183 colleges ³and other training providers.

³ The difference between the total number of colleges (1,485) and 1,183 value is the number of providers that can be matched to employers. The former is the number of providers with active learners – not all these providers are matched to an employer.

2.3 Minimum number of employer responses

In order to be awarded an Employer Satisfaction score, a college or other training provider must achieve a minimum number of survey responses.

There were two criteria (A & B) used to calculate the minimum number of interviews as detailed below. As in previous years, different confidence intervals were used during fieldwork and in the final scoring.

During fieldwork, providers were set an aspirational target based on a confidence interval of +/- 5% (as detailed below). The confidence interval used to determine whether to award a valid score was +/-10%. This difference helps to minimise instances of colleges or other training providers not achieving a score because some employers submitted 'invalid' responses such as missing data for all the scoring questions.

The minimum sample size that providers were asked to achieve was specified in a daily response rate monitoring report that was available to all in-scope providers. The report allowed providers to monitor their number of responses in near real-time against their minimum target.

Criteria A - Statistical

The formulae for calculating the target number of interviews were based on the standard Confidence Interval for a percentage (%), incorporating the Finite Population Correction Factor⁴. The criteria used to set the sample size target were:

- Confidence Level = 95%
- Confidence Interval = +/- 5%
- Estimated satisfaction level for confidence interval calculation = 80%⁵
- N = Number of Employers in the colleges and other training providers' database (i.e. the population).

Details of the formulae for calculating the sample size are included in Appendix 3.

The Confidence Interval and observed percentages noted above applied to the aspirational target which colleges and other training providers were advised to

⁴ This reduces required sample sizes where a sample represents a high proportion of a known (fixed) population.

⁵ This percentage was used to maintain consistency with the Learner Satisfaction sample size calculator where providers are informed of a threshold survey response rate to achieve an aspirational score of 80%.

achieve. These percentages were used to maintain consistency with the Learner Satisfaction calculator, which was set at 80%; this ensured comparability across the two measures. This meant the initial target was set slightly higher than would be required to achieve the minimum sample size to be awarded a score.

The criteria used to award a score were:

- Confidence Level = 95%
- Confidence Interval = +/- 10%
- Aspirational/Estimated satisfaction level for confidence interval calculation: 85%
- N = Number of Employers in the colleges or other training providers' database (i.e. the population)
- n = Number of Employers with valid survey responses.

Criteria B - Proportion of Database

At least 70% of the database (the list of employers having received training from a given college or other training provider) were interviewed. (This was used as an alternative to A for small populations where A would require an unreasonably high percentage target).

2.4. Questionnaire content and development

There were three versions of the questionnaire – one for each of the survey modes: postal, online and telephone (see Appendix 1). As in previous years of the survey, the online survey included additional course subject questions to give colleges and other training providers valuable subject level data. If the employer was receiving training in multiple sector subject areas (SSAs) they were given the option to comment on their experience for up to five SSAs by answering these three additional questions for each SSA:

- Q11. How satisfied or dissatisfied were you with the overall quality of the training/assessment in this skill area: <<INSERT SKILL AREA>>
- Q12. If you were asked by another employer seeking training in <<INSERT SKILL AREA>> to recommend this training provider, how likely is it that you would recommend them? REVERSE SCALE
- Q13. Please use the box below if you have any suggestions to help the provider improve the quality of their training in <<INSERT SKILL AREA>>.

These questions were included in the online version only because they would add significantly to the survey length for the postal and telephone versions with obvious

implications for response rates and costs. The ILR employer list includes details of the learning, by SSA, that was delivered to each employer. This means that only employers with more than one SSA were asked to select up to five SSAs they would like to comment on.

The postal and online surveys invited respondents to offer comments on the overall quality of the training provided. No such open-ended questions were included in the telephone questionnaire due to the relative high costs. Verbatim feedbacks are shared with the associated providers where respondents have given consent.

2.5. Legal and ethical requirements

Ipsos MORI and RCU Limited both adhere fully to the Market Research Society Code of Conduct and are accredited under the international market research industry standard ISO 20252. These place emphasis on ensuring that survey respondents give informed consent to their involvement in any survey and that the uses that will be made of respondents' answers are made clear to them before they participate.

The Code of Conduct and ISO 20252 also require full compliance with Data Protection legislation (Figure 1), which ensure that the arrangements for the holding and possible sharing of a respondent's answers are made clear to the individual before they consent to take part.

Figure 1: Data Protection Consent

PLEASE TICK: I agree that my comments and ratings can be shared with the training provider and the Department for Education to assist them with their quality improvement processes

2.6. Overall sample

A total of 220,973 employer records across 1,183 colleges and other training providers were identified using the Individualised Learner Record (ILR) as being in-scope for the 2019 survey. Using this information, Ipsos MORI generated an employer list for each of the 1,183 colleges and other training providers.

Each employer list contained the following fields:

- EDRS (Employer Data Registration Service) number;
- Employer name; contact details: postal address, telephone number, e-mail address and contact name;
- Colleges and other training provider UKPRN; legal and recognised name;
- Subcontractor UKPRN; and

- Flag to indicate invalid entries (this column was left blank for colleges and other training providers to complete – they were asked to flag employers who were incorrectly listed, such as duplicate entries, employers no longer trading, records relating to training of own staff).

2.7 Initial provider communication

In February 2019, all colleges and other training providers known, at that stage, to be eligible for the Employer Satisfaction Survey were sent an email correspondence by the DfE explaining the nature of the survey, introducing the Provider-led approach, and providing guidance on the actions they need to take to administer the survey to their employers including how to access the Provider Extranet ⁶to download their employer spreadsheets from March 2019.

Providers were encouraged to log onto the Provider Extranet to update their contact details to receive relevant updates about the survey and to indicate whether they want to link their employer survey with the Employer Satisfaction Survey (see Figure 2 process below),

Linking with own employer survey

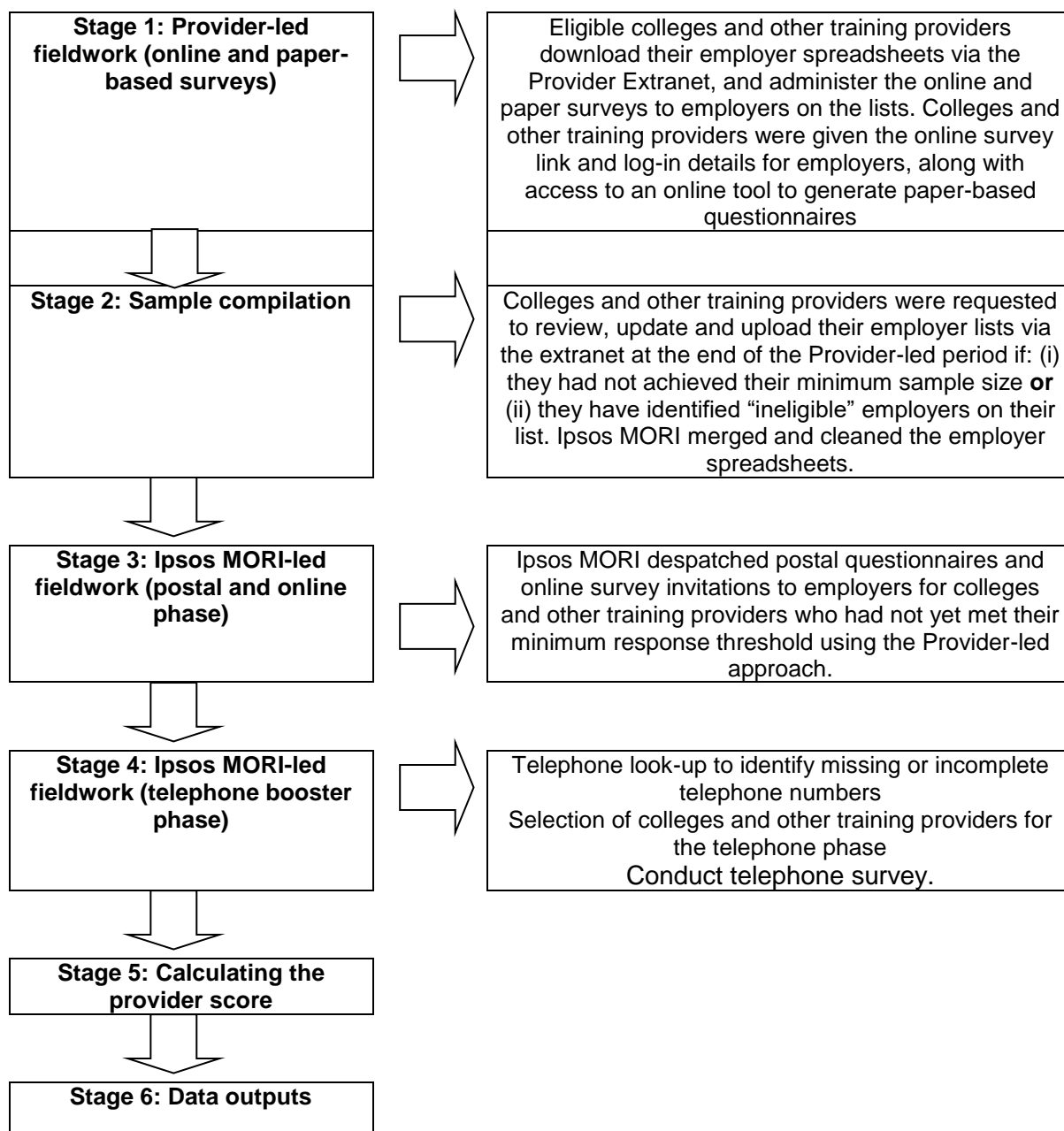
When colleges and other training providers first logged onto their homepage on the Extranet to download their employer spreadsheets, they were also asked to indicate whether they wanted to take the opportunity to link the Employer Satisfaction Survey with their own employer survey - 13 colleges and other training providers took up this option. These colleges and other training providers were asked to provide further details about their survey, such as the URL for their survey, to enable Ipsos MORI to set-up the linking. Ipsos MORI set up the survey links for these providers. The unique links were emailed to the individual providers for them to check and sign-off prior to fieldwork commencing.

Survey Process Overview

Figure 2 on the next page gives an overview of the survey process from when the employer list is available for providers to use in March 2019.

⁶ Each provider had access to a Provider extranet portal that delivered individualised reports and outlines the provider progress in achieving a satisfactory response rate from employers for the survey.

Figure 2: Overview of the survey process



2.8. Stage 1: Provider-led fieldwork

Since the success of the provider-led approach, introduced in 2013-14, colleges and other training providers have continued to be encouraged to take the lead in inviting their eligible employers to take part in the Employer Satisfaction Survey. Colleges and other training providers were given an employer list (containing a unique survey IDs for each of their in-scope employer to enable them to access the online survey), a link to the online survey to share, and access to an online tool to generate paper-based questionnaires where this was required for employers. A detailed step-by-step

guide was made available to colleges and other training providers to assist them with administering the survey (Appendix 2).

Colleges and other training providers were asked to download their employer list from the Provider Extranet (from March 2019), and do the following tasks prior to administering the survey to the employers on the list:

- Check it for completeness;
- Add/amend missing/incorrect contact information;
- Amend the 'recognised as' name where the training was sub-contracted or employers would recognise a different name for the college or other training provider;
- Flag incorrect entries that needed to be removed. For example, duplicate entries, employers who had ceased trading and employers training their own staff were removed.

Response rate monitoring

Completed postal questionnaires were combined with the completed online replies to provide **daily** updates on response levels for each provider. This meant that, throughout fieldwork, colleges and other training providers were able to go to their homepage on the Provider Extranet to monitor the number of employer responses for their organisation against the minimum target.

A total of 49,884 responses to the Employer Satisfaction survey were received (either online or on paper) from 913 colleges and other training providers. This shows that the provider-led approach continued to work well with 77% of eligible colleges and other training providers making use of the opportunity to administer the survey themselves.

At the end of the provider-led approach, a total of 305 colleges and other training providers had already achieved enough responses to meet their minimum target (for the 10% Confidence Interval). In addition, a further 204 colleges and other training providers had achieved 50% or more of their target responses through this approach.

2.9. Stage 2: Sample compilation

At the end of the Provider-led fieldwork period only colleges and other training providers that 1) did not achieve the minimum number of responses required and/or

2) wished to flag employers who should be out of scope were asked to upload their employer list onto the Extranet site for Ipsos MORI to use in Stage 3.

Colleges and other training providers who did not achieve the minimum number of responses were asked to add contact names and email addresses for the employers on their list to allow Ipsos MORI to send the survey to the most appropriate person. Although the completeness of the employer details has improved significantly in recent years, more than half (56%) of the sample did not have a contact name and 46% of the sample did not have an email address.

At the end of the Provider-led period, Ipsos MORI merged all the employer spreadsheets into a master file for use at Stage 3.

2.10. Stage 3: Ipsos MORI-led postal and online fieldwork

This phase included all employers (with a postal or e-mail address) belonging to colleges and other training providers that had not achieved their minimum response threshold in the provider-led phase. Employers were invited to take part in the online survey in the first instance, where email addresses were available. The remaining employers, including those whose email addresses bounced-back, were sent a postal survey. The table below provides a breakdown of all the invites sent out to employers during the Ipsos MORI-led phase, during 25 March and 3 May 2019.

	Total number of online and postal invites sent during Ipsos MORI-led fieldwork	
	Number	%
Total invites sent	83,460	
Postal invites	41,182	49%
Delivered email invites	38,799	46%
Undelivered email invites	3,479	4%
Bad email address	3,075	4%
Spam detected	106	*
Other (including network problems and mailbox full)	298	*

* equals less than zero percent

A total of 41,182 postal questionnaires were printed and despatched by Ipsos MORI as well as 38,799 online invitations. Two e-mail reminders were sent by Ipsos MORI to employers with e-mail addresses. Throughout the survey period, the Department for Education also encouraged colleges and other training providers to ask their employers to take part, through the monthly “Inform” newsletter.

Completed postal questionnaires were combined with the completed online replies to provide **daily** updates on response levels for each provider. This meant that, throughout fieldwork, colleges and other training providers were able to go to their homepage on the Provider Extranet to monitor the number of employer responses for their organisation against the minimum target.

2.11. Stage 4: Telephone booster interviews

A total of 3,634 telephone interviews were conducted between 10 July and 31 July 2019 for 285 colleges and other training providers to boost their chances of gaining a valid score. The main purpose of these booster interviews was to increase the number of colleges and other training providers passing their minimum response threshold.

Final fieldwork figures

In total, 53,488 valid responses were received: 43,409 online, 6,445 postal and 3,634 telephone. This was similar to the 2017-2018 survey (54,648 valid responses: 43,697 online, 7,484 postal and 3,467 telephone). The table below shows the number of providers who passed at each stage of the survey.

	Total number of employer responses		Total number of providers achieving their minimum sample size (CI \pm 10%)	
	Number	%	Number	%
Total employers/providers	220,973	100%	1,179	100%
Met minimum sample size during provider-led stage	34,975	16%	371	31%
Met minimum sample size during agency-led stage (postal & online)	14,879	7%	74	6%
Met minimum sample size during agency-led stage (telephone)	3,634	2%	135	11%
Total employer responses Total providers achieving their minimum required sample size (including providers with less than 10 eligible employers)	53,488	24%	580	49%

2.12. Stage 5: Calculation of the provider score

The provider score is based on the percentage of respondents who responded 'extremely likely' or 'likely' to recommend their training provider ⁷, as shown below. A total of 537 providers were allocated an Employer Satisfaction score.

How an example provider's score was calculated

Provider X had 500 employers who were eligible to take part in the Employer Satisfaction Survey 2019. All 500 employers were invited to take part in the survey and 207 of them responded. The tables below give a breakdown of how provider X's score was calculated.

100 eligible employers of Provider X completed online surveys, 28 eligible employers of the same provider completed postal surveys, and 79 eligible employers of the same provider completed telephone surveys, giving a total of 207 valid respondents. An additional four responses were discounted because they were duplicates or the employer did not answer any of the scoring questions.



The 207 respondents answered the question: "How likely would you be to recommend this training provider to another employer seeking similar training? Of these respondents 166 stated 'extremely likely' or 'likely'. Therefore the provider's overall score is 80%.



Finally, the returned sample of 207 was compared to the total number of eligible employers of the provider (i.e. 500 for provider X) to test if the sample was large enough for a score to be awarded.

Reasons given for providers not being awarded a score

Providers who were not awarded a score were allocated a Missing Score Reason Code (MSRC) to describe the reason why a valid score could not be given. These are shown in the table below, along with the number of providers receiving each MSRC.

Miss Score Reason Code	Description	Providers
NULL	Score is robust and can be shown	537
47	No Employers	489
49	Less than 10 Eligible Employers	272
50	Less than 10 Valid Respondents	108
51	Confidence Interval >10%	53

2.13. Stage 6: Deliverables

⁷ How likely would you be to recommend this training provider to another employer seeking similar training, on a five-point scale of Extremely unlikely to extremely likely

The following outputs were delivered to DfE:

- **Summary Level File:** contains summary information for the provider, such as the final score or the missing score reason code.
- **Detail File:** contains survey response for key subgroups such as employee size.
- **Skills Area File:** contains results on questions relating to the Sector Subject Area the employees studied.
- **Verbatim Comments File:** contains free text comments that employers are invited to make about their providers.
- **Levy File:** contains results on the additional questions on the Levy and Standards.
- **Employer Level Responses:** contains employer level response information.
- **National report** of the survey findings.
- **Technical report.**

Each provider was provided with their survey data via the extranet where they could view their results on the interactive reportal tool or download a PowerPoint version of the report. They were also provided with anonymised verbatims from employers who had provided consent to share their comments. These were available to download in excel from the extranet. RCU carried out the following quality checks before delivering the final Employer Satisfaction Survey dataset to the DfE:

- Created the data outputs using two different production processes and compared the data outputs for any differences.
- Ensured that final outputs met RCU-defined validation rules (this meant that mean scores had to be between 0 and 10 and percentage score between 0 and 100).
- Peer reviewed all syntax used to produce outputs.

3. Technical queries

3.1. Provider queries

Colleges and other training providers who had queries could access a frequently asked questions (FAQs) drop down menu on the Provider Extranet. The menu contained responses to a range of potential queries. However, colleges and other training providers who had queries after viewing the FAQs could contact Ipsos MORI directly for technical assistance. Colleges and other training providers with non-technical queries were asked to contact the Department for Education's Service Desk (servicedesk@sfa.org.uk).

Ipsos MORI dealt with around 1,053 queries from colleges and training providers through telephone and e-mail. This is lower than the 1,200 queries received in the previous year.

A number of the queries were related to the Provider-led approach. Specifically, providers were requesting help with uploading their employer list, especially with attempting to edit or delete records from their employer list before uploading this to the Extranet, and to confirm that postal responses from employers had been received by the research team. Queries raised were similar to previous years including:

- Requests for clarification on how the minimum sample size is derived.
- Requests for advice on how errors on the employer spreadsheet can be avoided.
- Requests to Ipsos MORI to accept spreadsheets with hard errors.
- Requests for certain employers to be removed from the employer spreadsheets during fieldwork, such as from colleges and other training providers who had not checked their employer list fully or at all.
- Requests for an extension for submitting employer spreadsheets.
- Requests for confirmation on survey fieldwork dates.
- Requests for reports of previous years.
- Queries relating to the response rate updates posted on the Provider Extranet. These reports were updated daily to show all responses processed up to the previous day though postal returns took slightly longer to process.

- Queries relating to whether postal questionnaires were received.
- Queries relating to when daily reports on the Extranet were updated to show most recent completes.

3.2. Employer queries

Employers could access a list of employer-specific frequently asked questions posted in the survey website and could also submit direct queries to Ipsos MORI. Around 370 queries were received by telephone and email. This is similar to last year. The queries related to the following issues:

- The employer had not heard of the college or other training provider (where they had not flagged the name of the sub-contractor in their employer spreadsheets).
- Confusion on the part of the employer about the training they were meant to have received (either not recognising the course name or reporting that the person who had received the training has left).
- Notification of a wish not to take part in the survey.
- Notification of an alternative contact person.
- Notification that the training manager was no longer there and their replacement was unable to answer the questions.
- Notification that contact did not consider the length of time they had received training to be an adequate length to answer the survey.

Appendix A: Questionnaire (postal and telephone)

Note: These questions were also used in the online version of the survey, along with the additional questions in Appendix 1B



Ipsos MORI



**Department
for Education**

«TITLE» «FIRSTNAME» «SURNAME»
«JOB TITLE»
«Employer Name»
«ADDRESS 1»
«ADDRESS 2»
«ADDRESS 3»
«TOWN»
«COUNTY»
«POSTCODE»

Reference: «EMPLOYER ID»

Dear «SALUTATION» «SURNAME»

XX May 2019

Your provider, your experience, your say

I am writing to ask for your help in telling us how your training provider is performing by taking this short survey.

Our contractors, Ipsos MORI and RCU Limited, will use your answers to calculate an Employer Satisfaction score for each training provider. We will publish these scores on the National Careers Service and GOV.UK websites. This data will help you and other employers make informed decisions about your future choices of training providers. We will not identify you or your organisation in the results.

We understand that between August 2018 and January 2019 you received training <in SSA> from <Recognised as>. We would like your views of the training they provided.

Please complete the attached survey and return it to Ipsos MORI in the pre-paid envelope provided by **21 June 2019**. You can also complete the survey [online \(www.ipsos-mori.com/employersatisfaction\)](http://www.ipsos-mori.com/employersatisfaction) using your unique reference number <EMPLOYER ID>. **You should be able to complete the survey in five minutes.**

If you are not the best-placed person to respond within your organisation, please pass this survey to the most appropriate person. If you have received training from more than one training provider, we will send you a separate survey invitation for each one. This is because it is important for us to understand how your experience compares for each provider.

If you have any queries, please email: employersatisfaction@ipsos-mori.com stating your reference number located in the top right corner of this letter.

Thank you in advance for your help.

Yours sincerely,

Principal Research Officer, Department for Education

Employers' Satisfaction with Training

Thank you for taking the time to answer these questions. Please answer the questions below in relation to the training provider named in the cover letter. Your answers will be confidential unless you indicate that you wish to share them with your training provider. Please return this questionnaire by 21 June 2019.

Section 1: Background information about your organisation

Q1a Is this workplace....?

Please ✓ **ONE** box only

- The only site in the organisation
- The head office of an organisation with a number of sites
- A branch of an organisation with a number of sites
- Don't know

Q1b Approximately how many people work in your organisation across the UK as a whole?

Please ✓ **ONE** box only

- Less than 10
- 10-49
- 50-249
- 250-999
- 1000+
- Don't know

Q2a Between August 2018 and January 2019, approximately how many of your staff received any training or assessment from this training provider?

Please ✓ **ONE** box only

- 1
- 2-4
- 5-9
- 10-19
- 20-29
- 30 or more
- Don't know

Q2b As the employer, did you have to pay for any of this training?

Please ✓ **ONE** box only

- Yes, in all cases
- Yes, in some cases
- No
- Don't know

Section 2: Rating on the training received

Please rate the overall quality of the training delivered by this training provider between August 2018 and January 2019. Please consider all training that you have received from this provider during this period.

Q3 How do you rate their overall performance in each of these aspects on a scale of 0-10, where 0 = very poor and 10 = excellent?

Please ✓ **ONE** box for each statement

		Very poor										Excellent		Did not apply
		0	1	2	3	4	5	6	7	8	9	10	Don't know	
a)	Understanding your organisation's training needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
b)	Offering training and/or assessment in a flexible way to meet your needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c)	Communicating clearly with you throughout the process	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
d)	The professionalism of the staff delivering training and/or assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
e)	Delivering training that reflects up-to-date practices in your industry/sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	



Section 3: Overall satisfaction

Q4 How satisfied or dissatisfied were you with the following... Please rate each on a scale of 0-10, where 0 = extremely dissatisfied and 10 = extremely satisfied?

Please ✓ ONE box for each statement

	Extremely dissatisfied										Extremely satisfied	Don't know	Not applicable	
	0	1	2	3	4	5	6	7	8	9	10			
a) Training provider overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b) The overall quality of the training/assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c) Your ability to influence the structure, content, delivery and duration of the training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d) The convenience of the location where the training was provided	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e) The suitability of the training in preparing your employees for the job role they are in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5 How likely would you be to recommend this training provider to another employer seeking similar training?

Please ✓ ONE box only

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely	Does not apply

Section 4: Apprenticeships

The apprenticeship levy is a levy on UK employers to fund new apprenticeships. The levy requires all employers operating in the UK, with a pay bill over £3 million each year, to invest in apprenticeships. The levy is charged at a rate of 0.5% of an employer's paybill. It was introduced in April 2017.

Q6 How much, if at all, do you know about the apprenticeship levy?

Please ✓ ONE box only

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A great deal	A fair amount	Just a little	Heard of but know nothing about	Never heard of it before today

The government is introducing Apprenticeship Standards from 2020 to replace apprenticeship frameworks. Standards are designed and delivered by employers. They are different to frameworks which were developed by industry sector bodies.

Q7 How much, if at all, do you know about Apprenticeship Standards?

Please ✓ ONE box only

A great deal

A fair amount

Just a little

Heard of but know nothing about

Never heard of it before today

ANSWER IF YOU'VE HEARD OF APPRENTICESHIP STANDARDS, ELSE GO TO SECTION 5

Q8 Do you consider these new Apprenticeship Standards and assessments to be an improvement over the previous frameworks or not?

Please ✓ ONE box only

Yes, an improvement

They are the same

No, not an improvement

Don't know / too early to say

Section 5: Final comments

Please provide your suggestions as to how this training provider can improve its services to employers, and tick the permission statements below if you are happy for us to share your comments and ratings.

PLEASE TICK: I agree that my comments and ratings can be shared with the training provider and the Department for Education (DfE) to assist them with their quality improvement processes?

If you do not want us to share your comments or ratings with the training provider, DfE or [GOV.UK websites](https://www.gov.uk) we can still use your responses. They will be used to generate an overall score for the training provider. Please be assured that we will, insofar as we are able due to statutory (for example, but not limited to, the Freedom of Information Act 2000) or other restrictions or obligations, endeavour to keep everything you tell us on this questionnaire confidential.

Thank you for your time.

Please use the envelope provided to return the questionnaire to us.



**If this has become detached, please send it to: Freepost Plus RTSU-YKSB-TJZE,
Employer Satisfaction Survey, Ipsos MORI, Kings House, Kymberley Road, Harrow, HA1 1PT**

«EMPLOYER ID»

BARCODE

Appendix B: Supplementary questions for the online version

Browser



Department for Education

44% Complete

Training and/or assessment in different skill areas

Q7a. We understand that your organisation received training from this training provider in the following skills areas. Is this correct? Please select all the skills areas that are correct.

- Science
- Mathematics and Statistics
- Engineering
- Philosophy
- Geography
- Law and Legal Services
- None

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Browser



Department for Education

50% Complete

We would like to ask you a small number of questions to help us understand how well the provider is performing in each skill area.

Q7b. Please select the 5 skill areas that you would like to comment on:

- Science
- Mathematics and Statistics
- Engineering
- Philosophy
- Geography
- Law and Legal Services

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Employer Satisfaction Survey 2019 Provider Guidance Employer



Department
for Education

Employer Satisfaction Survey 2019

Provider Guidance

February 2019

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Introduction and overview

The Employer Satisfaction Survey 2019 will take place from February to July 2019. Building on the success of the 'Provider-led' phase used in recent years, the Department for Education (DfE) will again ask colleges and training organisations to administer the survey to your employer customers in the first instance, followed by a 'DfE-led' phase, if needed.

Ipsos MORI and RCU Limited – two independent research organisations, will administer the survey and analyse the results on behalf of the Department.

Provider-led phase

Overview

The Provider-led phase will run from 25 March to 3 May 2019 with survey results available to colleges and providers on the [Provider Extranet](#) by **27 May 2019**.

Colleges and providers who have **do not** meet their minimum number of employer responses required during the Provider-led phase will need to wait until September 2019, after the DfE-led phase is completed, to access their full survey results. Therefore, we would urge you to take actions during the Provider-led phase to meet your minimum response targets.

From 25 March to 3 May 2019, please do the following to invite your employer customers to take part in the Employer Satisfaction Survey.

1. **Email your employer customers the survey link:** (<http://www.ipsos-mori.com/employersatisfaction>) and provide them with their unique Employer ID which they will need to access the online survey. The Employer ID will be included on your employer list which will be available for you to [download from the Provider Extranet](#) on 25 March. **This is the best method for surveying your employers.** The results are instant and you will get more data compared to the paper method. The online survey allows employers to comment about specific courses giving you extra detailed data.
2. **If you feel your employer customers are more likely to respond by paper give/send your employers a paper questionnaire** (download from the Provider Extranet – section 4). Each questionnaire will need to include an Employer ID which is unique to each of your employers. You can find the Employer ID on your employer list. Please add your Employer ID to each questionnaire you send out. Without this unique ID, we will **not** be able to allocate the employer response to your organisation.

IMPORTANT: Please do not interview your employers over the telephone or in person. Employer confidentiality must be protected: your employer customers must be reassured that the college or training organisation will not see their results, unless they have given permission for Ipsos MORI to share them with you.

Employers must physically complete the online or paper survey themselves in order for the Department to accept their response as valid. We will monitor this regularly through our quality assurance processes (see Section 2).

DfE-led phase

This phase will run from 13 May to 31 July 2019. During this period, Ipsos MORI will survey employers who have yet to respond by post, online and in exceptional circumstance by telephone.

Providers who have a reasonable chance of meeting their minimum sample size will be included in the DfE-led phase. You must provide Ipsos MORI with the contact names and email addresses for your employers by 3 May 2019, so they can be contacted (see Section 3). This will ensure that the survey reaches the correct person in your employer organisation and increase your chance of getting a good response rate.

In previous years, we have provided the daily response rate information identifying which employers have responded to allow providers to follow-up with employers yet to take part. We will continue to provide daily response rate information but we will no longer be identifying which employers have taken part to ensure complete confidentiality to survey respondents.

Key resources

The information and resources that you need to administer the survey and monitor your results can be accessed from the Provider Extranet (below) <http://fechoices.ipsos-mori.com/login.aspx>

Your login details have been sent to your contact who liaises with the ESFA Provider Management team. If you need any help in accessing your login details, please contact Ipsos MORI at employersatisfaction@ipsos.com. If your organisation is in-scope for the Learner Satisfaction Survey, you will be able to access the site using the same login and password.

The screenshot shows the Ipsos FE Choices Provider Extranet login page. The browser address bar displays <http://fechoices.ipsos-mori.com/login.aspx>. The page has a dark blue header with the word "Login" in white. Below the header, there is a section titled "FE CHOICES PROVIDER EXTRANET" with the text "Login to access your organisations' information and results for:" followed by a list of services: "The Learner Satisfaction Survey" and "The Employer Satisfaction Survey". To the right of this text is an "INFOGRAPHIC" section with a "Click to expand" button. Further right is a "LOGIN - ENTER PROVIDER DETAILS" form with the following fields and buttons:

- Provider ID: (text input)
- Enter Username: (text input)
- Enter Password: (text input)
- Submit: (button)
- Clear: (button)

Below the form, there is a link for "Forgotten Password (click and enter your UKPRN)" and a note: "If you experience any technical problems with accessing information on this site, please visit". At the bottom of the page, there is a "LATEST NEWS" section with two items:

- Oct** October 2017: The final September indicative report is now available for
- May** Learner Satisfaction and Community Learning 2016 to 2017: Indicative

2 Timetable for key actions and deadlines

The key actions that colleges and training organisations need to take are summarised below.

When?	What?	How?
From 8 February until the deadline on 1 March	Tell us your contact details so we can send you important information about the survey including your results.	Log onto the Provider Extranet and complete this page: http://fechoices.ipsos-mori.com/contact.aspx
	Tell us if you would like to link your employer survey with the DfE Employer Satisfaction Survey so that your employer customers may complete both surveys at the same time.	Log onto the Provider Extranet and provide us with the URL for your employer survey on this page: http://fechoices.ipsos-mori.com/default.aspx?id=20
THE PROVIDER-LED PHASE WILL START FROM 25 MARCH AND END ON 3 MAY. PLEASE SURVEY YOUR EMPLOYERS DURING THIS PERIOD.		
As soon as possible from 25 March	Download your employer list and survey your employers by paper or online. Do not administer the survey to your employers by telephone as we will not accept these responses.	Log onto the Provider Extranet and download your employer list from this page: http://fechoices.ipsos-mori.com/default.aspx?id=31
Available from 2 April	Check your Daily Response Rate updates to make sure you have achieved your minimum sample size to qualify for an Employer Satisfaction score.	Log onto the Provider Extranet and download daily response reports from this page: http://fechoices.ipsos-mori.com/default.aspx?id=21
By no later than 3 May	If you do not achieve your minimum number of responses during the Provider-led phase, you will need to: <ul style="list-style-type: none"> • Complete your employer list. Please follow the instructions in Section 4. • DO NOT add or delete rows/columns from this spreadsheet. You will not be able to upload the spreadsheet if you make changes to its structure. • Upload your list to Ipsos MORI by no later than 3 May so your employers may be included in the DfE phase. 	Log onto the Provider Extranet and upload your completed employer list on this page: The link will be provided once available.
THE DfE-LED PHASE WILL START FROM 13 MAY TO 31 JULY. DURING THIS PERIOD, YOU CAN STILL VIEW YOUR DAILY RESPONSE RATE REPORTS AND ENCOURAGE YOUR EMPLOYERS TO TAKE PART.		

3 Step-by-step guidance on how to survey

Please follow the steps below to invite your employers to take part in the Employer Satisfaction Survey during the Provider-led phase.

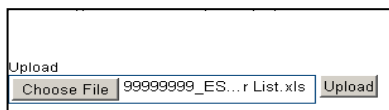
NOTE: Colleges and training organisations which **meet their minimum response level** during the 'Provider-led' phase will **not be required to update and submit their employer list**.

Step 1: Plan your strategy for contacting employers. Send a survey invitation to all employers on your list.

Step 2: Email your employer customers the survey link: (<http://www.ipsos-mori.com/employersatisfaction>) and provide them with their unique Employer ID (**Column A on the employer list**) which they will need to access the online survey.

Step 3: If you wish to generate **paper-based surveys** for all, or some of your employers, please follow the steps below to make use of the mail merge function, (use this function as many times as you wish to generate paper based questionnaires). **NB. questionnaires should be generated in batches of no more than 100.**

- a. Save a new version of your employer list for use with the mail merge tool, you may give this a new name such as: 99999999_ES_EmployerList_Paper.
- b. Indicate 'Yes' in **Column Q (Postal Questionnaire)** to identify those employers for which you wish to print questionnaires. Use the 'Salutation' field (**Column J**) to indicate how you would like the letter to be addressed, such as Mr Smith, or John.
- c. Once you have done this, **upload your employer list** on the 'Create paper questionnaires' page as follows:



- d. **Please write** the text you wish to add to the core message by putting this into the boxes provided to personalise the letter, and add a signature (you can add an electronic signature, in addition to name and/or job title). An example of the cover letter that will be generated **is provided at the end** of this document.
- e. Press the "Generate" button to create your questionnaires.



- f. Check that the unique Employer ID (**Column A**) for each of your employers is printed on each questionnaire.
- g. Check the wording of the letter. Does it convey what you want it to say? Please ensure you have not duplicated the sign off.
- h. When you have finished, print off your questionnaires. **NOTE: If you are using older versions of Microsoft Office, then you will need to download Microsoft Word Viewer from the following link: <http://www.microsoft.com/en-GB/download/details.aspx?id=4>**

If you are on a network, then you may need administrator rights to download and install this programme, in which case you should contact your IT Support Team.

- i. As a final check, read your printed questionnaires before distributing them. Please remember that we cannot allocate any responses to you for any questionnaires issued to employers without a **unique Employer ID**. Please also make sure that you use the correct unique Employer ID for each employer so that their responses count towards your score.
- j. Post the questionnaires to your employers. You will need to pay for the postage. Alternatively, you can give them the paper versions of the survey when you visit them.
- k. Employers should return their questionnaire to **“Freepost EMPLOYER SATISFACTION SURVEY 2019”** - the NAME **must** always appear in uppercase (**You do not need to pay postage or write in an address**). You can either print this address onto labels or envelopes for your employers, or simply ask them to write it onto a blank envelope into which the questionnaire can be placed. Please **do not** use last year’s envelopes because these will not be accepted. **All questionnaires need to be returned by 3 May 2019.**

Step 5: Please monitor your organisation’s Daily Response Rate Update, which will appear on the [Provider Extranet](#) throughout the survey period, and encourage your employer customers to respond.

4 Step-by-step guidance on how to upload your employer list

At the end of the 'Provider-led' phase on **3 May 2019**, the DfE working in partnership with our survey contractor Ipsos MORI, will identify colleges and training organisations to be included in the 'DfE-led' phase of the Employer Satisfaction Survey. These organisations which have insufficient employer responses to gain a valid score immediately will have a reasonable chance, with some further activity, of meeting their minimum sample size.

It is therefore imperative that you upload your amended employer list by the deadline of 3 May 2019.

This applies if you **have not** met the minimum response level required for the 'Provider-led' survey period. This information will be needed to support Ipsos MORI in contacting those employers yet to participate.

You should follow these instructions to review and update your employer list:

Step One:

- Download** your employer list from the Employer Satisfaction Survey homepage on the [Provider Extranet](#) by selecting the file.
- Save** the Excel spreadsheet to your own network or PC **without changing the file name**. NOTE: We will not accept your file if the file name differs from that downloaded.

Step Two:

- Check your spreadsheet** against the information in the fields listed in Table A below. NOTE: Where necessary, add in the correct information.

Please do not alter the structure of your files. We cannot accept files that have been structurally altered.

Table A: List of fields you need to check and update/populate

Title (column K)	Title of the person receiving the survey questionnaire (Mr/Miss/Mrs/Ms).
First name (column L)	First name of the person receiving the survey questionnaire.
Surname (column M)	Surname of the person receiving the survey questionnaire.
Job Title (column N)	Job title of the person receiving the survey questionnaire.
Telephone number (column S)	Telephone number for the person receiving the questionnaire including area codes.
Email (column T)	2 Email contact for the person receiving the questionnaire.
Recognised as name (column B)	If your organisation subcontracted the training, please supply us with the name of the subcontractor organisation that delivered the training. If your organisation is known to the employer under a different name, please write in this name. Please note that the

	name that appears in the 'Recognised as' column in the employer list you download is the name that will appear in the online survey.
--	--

- Identify and exclude ineligible employers.** Follow the instructions in the 'What you need to do' column in Table B below to mark these employers on your employer list spreadsheet.
- Please do not remove or add any employers to the list.**
- Columns A, C-I, O, P, R and U **cannot** be edited.

Table B: Identifying and excluding ineligible employers

Reasons for wanting to remove an employer	What you need to do on the employer list spreadsheet
The employer is no longer trading.	Select 'Ceased trading' from the drop- down menu in column V 'Reason for removing employer.'
The employer is also the college or training provider (that is you are delivering training to your own staff).	Select 'Training own staff' from the drop down menu in column V 'Reason for removing employer.'
Duplicate records for exactly the same workplace. (This must have exactly the same address).	Select 'Duplicate site' from the drop- down menu in column V 'Reason for removing employer'. If there are two identical records, flag one only. If there are three identical records, flag two records only. Make sure you keep one record un-flagged.

Step Three:

- Validate** your spreadsheet.

The employer spreadsheet contains a validation script to help you check the data is suitable for the survey. It will highlight errors or missing information in the following fields:

- Title and Contact Names
- Job title
- Email address
- Telephone number

Any errors found during the validation will appear in column W on the spreadsheet.

- Check** the error showing in column W and correct it.

Step Four:

- Upload** your employer spreadsheet and provide a contact name for any queries by:

a. **Selecting the 'Browse' button;** this can be found immediately below your employer list.

Locate your file and send it to us by clicking on the 'Upload' button. The uploaded file must have the same name as the file you downloaded.

b. **Providing us with contact details** for the appropriate person to contact in your organisation should we need to contact you about the Employer Satisfaction Survey. To do this, select 'Add/amend my contact details' tab on the [Provider Extranet](#).

Data Protection

The employer contact details that you supply to us in this exercise are processed solely for the performance of the Department for Education's public task research activities. The information will only be retained for as long as is necessary to fulfil these activities and will then be securely destroyed.

5 Commonly asked Questions and Answers

If you have any questions about the Employer Satisfaction survey, please refer to the Frequently Asked Questions below or the [Contact Us](#) page to select a query. If you require further information, follow the instructions on this page and you will be able to submit a query to us directly.

Q: Who do I contact if I am having trouble downloading my employer list?

A: Please refer to the [Contact Us](#) page on the Provider Extranet to select a query. If you require further information, follow the instructions and you will be able to submit a query to Ipsos MORI directly.

Q: Why can't I just send you our own employer list?

A: For the survey, we are dealing with more than 200,000 records for over 900 colleges and providers and so we need to work in a systematic way, which is why it is essential you use our spreadsheet format.

Q: Why can't I change your spreadsheet format?

A: We need to understand the changes you have made and so it is essential you use our spreadsheet format.

Q: Do I need to supply a contact name for each employer on the list?

A: Yes, this is essential to ensure your questionnaire reaches the right person. Following the provider-led phase, Ipsos MORI will be conducting follow-up survey work among providers with insufficient employer responses. Therefore, it is important to make sure that the information provided is correct. Without a contact name, the questionnaire is likely to go astray. (Employers respond well to receiving personalised correspondence as it conveys providers are interested in their views. It is proven that non-personalised correspondence generates less response.)

Q: The contact person we dealt with has left the employer and there is no-one appropriate to comment on the training. What do I need to do?

A: Please include an alternative contact name and/or job title, if possible. We will still invite the employer to take part in the survey.

Q: We deliver training to a number of sites for the same business but the contact name is the same across all the sites. Can I delete some of the sites so that our contact does not get more than one survey invitation?

No. Each site may have different experiences and we want employers to have the opportunity to express this.

Q: My list contains employers whose learners did not complete the training/dropped out early on. Can I remove them?

A: No. Some questions in the survey will still be relevant to the employer.

Q: My list contains employers who do not want to be contacted. How do I remove them?

A: The survey is voluntary so employers do not have to complete it if they do not want to. The survey questionnaire will contain information on how employers can notify Ipsos MORI that they do not want to take part.

Q: Can I add additional employers to my list?

A: No. Additional entries are not permissible. The list is compiled from the Individual Learner Records (ILR) 2018-19 of all employers notified by eligible providers to the Education and Skills Funding Agency as having received full or part funded training delivered to them by a college/training organisation funded under the Adult Education Budget, or under apprenticeships, including the apprenticeship levy between August 2018 and January 2019.

Q: What does Employer ID refer to on the spreadsheet?

A: Employer ID is the unique reference number that Ipsos MORI has allocated to each employer, to enable them to track their participation in the survey. This number is also used to provide your organisation with your results.

Q: Why can't I delete the Employer ID?

A: The field is protected and cannot be changed. It is important that the unique Employer ID is retained so it can be used as detailed in the question above.

Q: What is the EDS (Employer Data Service) number?

A: The number identifies each workplace and is sourced from the 'Employer Identifier' field on the ILR

Q: How do I update an employer's address?

A: If the address provided for any of your employers is incorrect, then you should notify the [EDS helpdesk](#). For the purposes of the Employer Satisfaction Survey, Ipsos MORI will not be able to use updated addresses. Instead, you can follow the instructions in Section 1.2 to either send the employer the link to the online survey, or generate a paper-based version of the questionnaire to send out to them.

Q: What do I do if there are employers on my list who fall under the exempt categories in Table B?

A: As indicated in Table B, you should flag them in column V 'Reason for Employer Removal.' We ask that you do not delete them from the list, as we need to have a record of the employers that you wish us to remove.

Q: Do I include multiple sites of the same organisation?

A: Yes. It is valid to include multiple sites of the same organisation if you have delivered training to different sites and each site has a separate EDS number.

Q: Why do you need me to list the name of our subcontractors on the spreadsheet?

A: It is important you list the name of your subcontractor. We can then indicate to the employer the name of the provider that may have delivered the training. In many cases, this name is more recognisable to the employer and so they are more likely to respond to the questionnaire. Without correct information here, we are unlikely to get a response.

Q: What do I need to do to correct errors found on my employer list spreadsheet after I have pressed save?

A: Please check these errors in column W and then make the appropriate corrections.

Q: Do I need to worry about spelling the employers' details correctly?

A: Yes. We will use the exact information you provide. So if you make spelling mistakes these will appear in the mailing to employers.

Q: Have you included the information I provided last year?

A: Yes, where possible we have included the information you provided last year in your employer list. Please check that the details are still relevant and that the contact names are in the format required for this year's survey.

Q: How do I check which employers have completed the survey?

A: This is not possible. We have given employers assurances on complete confidentiality.

Appendix D: Formulae used to calculate confidence intervals

Confidence interval and minimum sample size

Sample Size Calculation

$$\text{Sample Size} = \frac{Z^2 \times p \times (1-p)}{c^2}$$

Correction for Finite Population (for known population size)

$$\begin{aligned} \text{Adjusted sample size} \\ &= \frac{\text{Sample Size}}{1 + \frac{\text{Sample Size} - 1}{N}} \end{aligned}$$

Confidence interval of a returned sample

$$\text{Confidence Interval} = Z \times \sqrt{\frac{px(1-p)}{n}} \times \sqrt{\frac{N-n}{N-1}}$$

Where:

Z = Z value (e.g. 1.96 for 95% confidence level)

p = Aspirational/Estimated % expressed as a decimal (0.8 for the sample size calculation and 0.85 for the confidence interval of a returned sample)

c = Confidence interval⁸, expressed as decimal (e.g. $\pm 10\% = 0.10$)

N = Number eligible employers

n = Number of valid responses

⁸ The confidence intervals were 5% as a sample size inclusion test target during the fieldwork and 10% to determine whether to award and publish the provider score.