

# SATCC Employer Survey

November  
2021

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# Introduction & Methodology

The Employer Study was conducted to examine employer satisfaction with services provided by the Saskatchewan Apprenticeship and Trade Certification Commission (SATCC) and satisfaction with apprentice quality.

- The objectives of this study include:
  - Measure employer satisfaction with apprentice quality
  - Determine employer satisfaction with SATCC services
- The Employer Study was conducted using both phone and online methodologies.
- Data for the most recent wave were collected between September 20<sup>th</sup> and October 28<sup>th</sup>, 2021.
- In total, 408 completed responses were obtained (210 by phone, 198 online) from 2162 contacted employers. Overall, the 2021 response rate is 23% compared to 29% in 2019 and 15% in 2017. The margin of error is  $\pm 4.4$  percentage points. Given the nature of the population, a margin of error of under 5 percentage points can be considered statistically reliable.
- Sample for this study was provided by SATCC.

# Reporting Notes

- Results have been tracked with previous studies where applicable and where data was available.
- Due to rounding, percentages may not sum to 100%. Questions in which more than one response can be selected will result in totals of more than 100%.
- Sampling Margin of Error:
  - The Sampling Margin of Error for this study is  $\pm 4.4$  percentage points at the 95% confidence interval (finite population correction factor applied).
  - A Sampling Margin of Error is a measurement of possible sampling error and can only be applied to results from the same survey.

# Summary of Key Findings

# Summary of Key Findings - Satisfaction

## Satisfaction – Statement Agreement

Somewhat and Strongly Agree	2013	2015	2017	2019	2021
Overall, I am satisfied with the apprentice's ability to contribute to the success of my company	97%	93%	91%	96%	<b>96%</b>
Overall, I am satisfied with the ability of an apprentice to perform the tasks as expected	91%	89%	91%	95%	<b>93%</b>
Overall, I am satisfied with the quality of the journey person when they complete an apprenticeship.	84%	87%	92%	91%	<b>92%</b>
Overall, I am satisfied with the quality and breadth of technical training provided to my apprentice(s) by the technical training provider	81%	81%	84%	87%	<b>87%</b>

Q13 to Q16. Please indicate if you agree or disagree with the following statements. Base: All respondents excluding "Don't know", n=395-407 (2021), n=351-363 (2019), n=339 (2017), n=338 (2015), n=360 (2013).

## Process and Potential – Statement Agreement

Somewhat & Strongly Agree	2015	2017	2019	2021
I understand the apprenticeship process and earning potential involved with careers in skilled trades	98%	95%	98%	<b>98%</b>

Q17. I understand the apprenticeship process and earning potential involved with careers in skilled trades. Base: All respondents excluding "Don't know", n=401 (2021), n=360 (2019), n=339 (2017), n=338 (2015).

## Staff Satisfaction – Statement Agreement

Somewhat & Strongly Agree	2013	2015	2017	2019	2021
Staff are friendly and courteous	86%	84%	96%	96%	<b>95%</b>
Staff are knowledgeable	83%	80%	91%	94%	<b>93%</b>
Staff are helpful	83%	83%	95%	94%	<b>93%</b>

Q20. Do you agree or disagree with the following statements regarding your experience with SATCC staff? Base: All respondents excluding "Don't know", n=376 to 377 (2021), n=341 (2019), n=339 (2017), n=338 (2015), n=360 (2013).

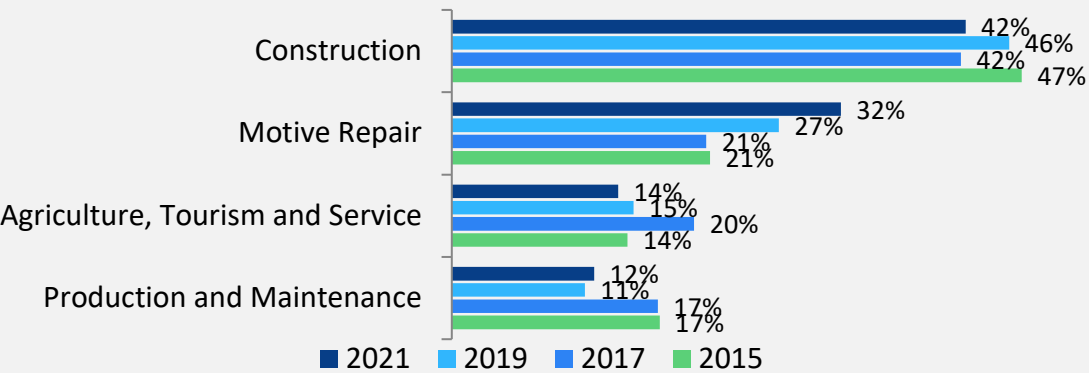
## SATCC Service Ratings

Average + Above Average + Exceptional	2013	2015	2017	2019	2021
Verified trade time	91%	96%	96%	95%	<b>97%</b>
Registered an apprentice	96%	93%	96%	95%	<b>95%</b>
Fee payment processed quickly and accurately	93%	95%	96%	95%	<b>96%</b>
Verified credentials	93%	96%	95%	95%	<b>97%</b>
Updated business information	92%	92%	94%	95%	<b>98%</b>
Replaced lost documents	88%	93%	92%	90%	<b>93%</b>

Q18. Using a scale of 1 to 5, where '1' means unacceptable, '3' means average and '5' means exceptional, please rate the following SATCC services you received in the last twelve months. Base: All respondents, excluding 'don't know', n=182 to 366 (2021), n=156 to 324 (2019), n=158 to 312 (2017), n=132 to 298 (2015).

# Summary of Key Findings – Communications and Profile

## Industry Sector



Q2. Which of the following industry sectors best describes the nature of your business? Base: All respondents, n=408 (2021), n=368 (2019), n=339 (2017), n=338 (2015), n=360 (2013).

## Top Preferred Online Services

	2013	2015	2017	2019	2021
Verify trade time	88%	86%	88%	82%	<b>85%</b>
Register for apprenticeship	83%	83%	85%	81%	<b>84%</b>
Update business information	77%	82%	85%	80%	<b>79%</b>
General information about apprenticeship or certification	81%	88%	88%	77%	<b>81%</b>

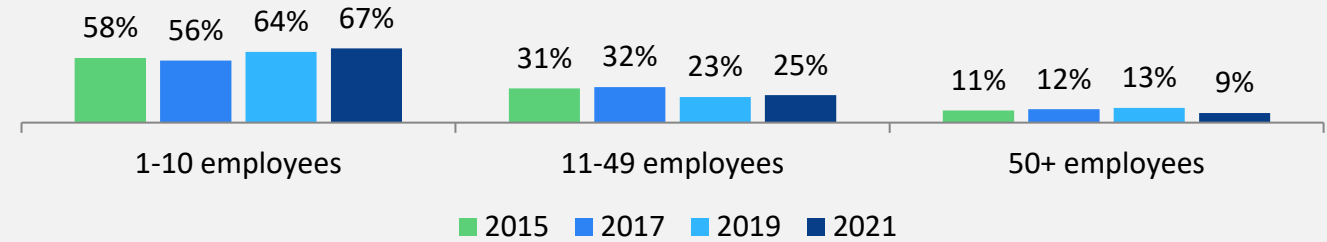
## Top Information Preferences

	2013	2015	2017	2019	2021
E-mail	69%	67%	67%	67%	<b>82%</b>
Letter	18%	22%	25%	28%	<b>12%</b>

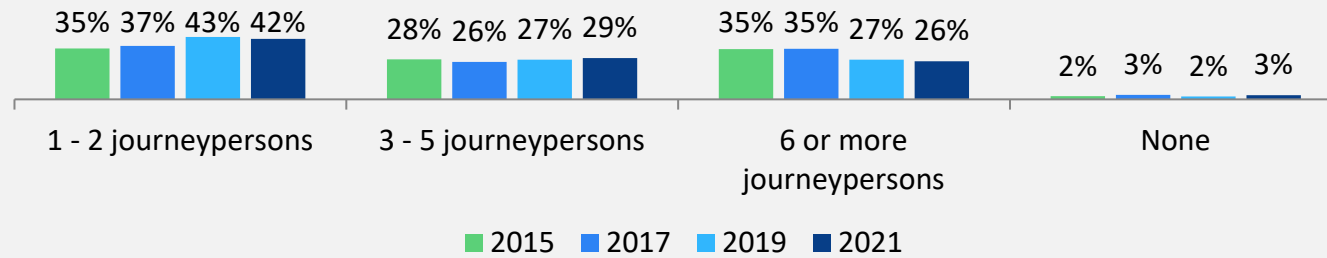
Q24. What would be your preferred method of receiving information from the SATCC? Base: All respondents, n=408 (2021), n=368 (2019), n=339 (2017), n=338 (2015), n=360 (2013).

Q25. Which of the following services would you like to be able to complete online? Base: All respondents, n=408 (2021), n=368 (2019), n=339 (2017), n=338 (2015), n=360 (2013).

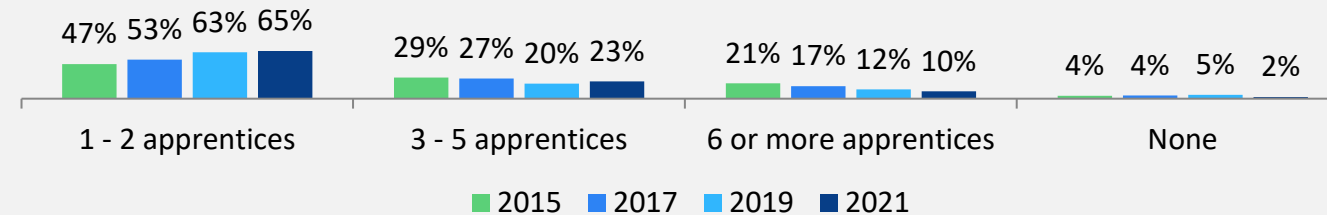
## Number of Employees



## Number of Journey-persons



## Number of Apprentices



Q3. Please indicate the total number of employees, certified journeypersons and apprentices currently employed. Base: All respondents, n=408 (2021), n=368 (2019), n=339 (2017), n=338 (2015), n=360 (2013).

# Key Findings

1



## Consistent Satisfaction

Employer satisfaction holds steady and high. Consistent ratings are recorded in the following areas:

- Overall satisfaction with apprentices and journeypersons
- SATCC service ratings
- Satisfaction with SATCC staff
- Satisfaction with process-related areas

2



## Growing Online Preference

Desire for online services and communication continues to grow – more employers prefer services to be offered online and preferences for email communication rise sharply.

3



## Respondent Demographics

Employers' business sizes (number of apprentices, number of journeypersons and total number of employees) are similar to previous years. Moderately more responses from the motive repair sector are recorded in 2021.