

Future Skills Needs in Wales Employers Survey - Final version

ASK TELEPHONIST

Q Can I just check, is that (Company)?

Yes

No TYPE IN CORRECT NAME

Q Can I speak to your personnel director/manager or senior manager who is responsible for recruitment at this location?

Put through

Person based elsewhere

No such person

Refused to put through

Call back later

GET CONTACT DETAILS & CLOSE

ASK TO SPEAK TO SITE MANAGER

CLOSE

MAKE APPOINTMENT

Introduction

Good morning/afternoon my name is I am calling from MORI, an independent research organisation. We are conducting a major research project to establish the future skills needs and economic prospects of Wales (ADD IF NECESSARY: The research is being conducted on behalf of the Welsh Office and other organisations).

The interview should take no more than 15 minutes of your time. Would it be convenient to conduct the interview now or should I call back?

1. IF RESPONDENT ATTEMPTS TO TRANSFER: We are interested in the activities at **this particular location**. It is unlikely that anyone else will know about this as well as you do.
2. All information collected will be treated in the strictest confidence
3. There results will be reported at the end of this year. If you would like to receive a summary of the results, we can your local Training and Enterprise Council to send you a copy. EMPHASISE: We will only give them your name and address and **not** your responses to this survey.

INTERVIEWER NOTE: Stress if necessary that:

- *The survey is conducted on behalf of the Welsh Office, Training Enterprise Councils, Welsh Development Agency, Development Board for Rural Wales, Careers Service, Colleges, Local Authorities and other bodies like the TUC and CBI.*
- *Establishments have been randomly chosen from British Telecom Yellow Pages*
- *No information about individuals or organisations will be identified in the results*

Q Would you like the interview to be conducted in English or Welsh?

English

CONTINUE

Welsh

ADVISE FIELD CONTROLLER

A Establishment Details

Firstly, I would like to ask you some background information about your business at **this location**.

ASK ALL

Q. Can I just check that the main product or service of this establishment is (READ OUT SIC DESCRIPTION HELD ON DATABASE)?

Yes

No

ASK IF DETAILS INCORRECT (CODE 2)

Q. What is the main product or service of this establishment? WRITE IN

INTERVIEWER: PROBE AS NECESSARY

*Eg. What is the main activity of this establishment?
What exactly is made or done at this establishment?
What material or machinery does that involve using?*

Q1. How many employees - full-time and part-time - do you have at this location? Please include all those on the payroll, directors and out-workers such as sales representatives. TYPE IN EXACT NUMBER AND CATI WILL AUTOMATICALLY CODE.

IF RESPONDENT IS UNSURE, PROMPT FOR APPROXIMATE NUMBER OR BEST ESTIMATE
IF STILL DON'T KNOW, ASK THE FOLLOWING (and code first which applies):

Is it:

1 CLOSE

2 to 10

11 to 24

25 to 50

51 to 99

100+

Don't know

Q2. What is the nature of the business? Is it . . . ?. READ OUT. MULTI-CODE

An Inward Investor/Foreign owned

A private limited company

A public limited company

A sole trader

A partnership

A franchise

Part of the public sector

A charity/voluntary organisation

Other (write in)

Don't know

Q3. Is your company . . . ?. READ OUT. MULTI-CODE

Welsh owned

UK owned - but **not** Welsh owned

European Union owned

North American owned

Elsewhere in the world

B. Drivers of Future Skill Needs

Now I would like to ask you some questions about the nature of the market in which your business operates.

ASK PRIVATE SECTOR ONLY. OTHERS GO TO SECTION C

Q1. Roughly what proportion of your business comes from customers who are: READ OUT

	%
Within a 25 miles radius of you	
Elsewhere in Wales	
Elsewhere in the UK	
In the EU	
Elsewhere in the world	
TOTAL	100

Q2. And where does most of your competition come from? SINGLE CODE

Local firms within 25 miles radius of you
 Other companies in Wales
 Other companies in the UK
 Overseas companies
 No competitor

Q3. Within the last year, has the output at *this location* increased or decreased, or has it stayed roughly at the same level? SINGLE CODE ONLY

Increased
 Decreased
 Roughly at the same level
 Don't know
 Too early to tell - have been in business less than a year

Q4. How strongly do you agree or disagree with these statements:

- a) My **company** perceives itself as a major player in its market
- b) Our business operates in a highly competitive market
- c) New product development is crucial to the success our business

SINGLE CODE ONLY

Strongly agree
 Tend to agree
 Neither agree nor disagree
 Tend to disagree
 Strongly disagree
 Don't know
 Not relevant to us

C. Details of Workforce

ASK ALL

Q1. ~~You said you had (Q1) employees. How many of these are full-time and how many are part-time. By full-time I mean those working 30 hours or more a week. Please include anyone on a fixed term contract and any other temporary or casual workers but exclude anyone employed by a temp agency.~~

Q2. ~~And how many of the full-time staff are men and how many are women?~~

ASK IF HAVE PART-TIME STAFF

Q3. ~~And how many of your part-time staff are men and how many are women?~~

	Q2	Q3
Male		
Female		
TOTAL		

ASK ALL

Q4. You said you had (Q1) employees at this establishment. I am now going to ask you to tell me which of the following occupation these staff fall under. Firstly, are any of the staff at this establishment: (READ OUT BOLD HEADINGS ONLY). MULTI CODE.

CATI WILL THEN SHOW THE PRE-CODES FOR EACH BOLD HEADING (eg. 1a, 1b etc) **BUT ONLY FOR THOSE OCCUPATIONS THAT RESPONDENT SAY THEY HAVE STAFF IN.**

INTERVIEWER WILL THEN ASK, FOR EXAMPLE: You say that some of the staff are managers and administrators, are they corporate managers and administrators or managers/proprietors in service outlets? ETC.

SOC groups	Yes/No
1. Managers & Administrators, including Supervisors a) Corporate Managers and Administrators b) Managers/Proprietors in service outlets (eg. garages, hotels, pubs)	
2. Professionals with degree type qualifications a) Science & Engineering Professionals b) Health Professionals c) Teaching Professionals d) Other Professional Occupations	
3. Associate Professionals (eg. technicians, draught persons, nurses) a) Science & Engineering Associate Professionals b) Health Associate Professionals c) Other Associate Professional Occupations	
4. Clerical/secretarial (eg. admin and clerks) a) Clerical Occupations b) Secretarial Occupations	

<p>5. Craft and Other Skilled Manual Staff (eg. construction workers, electronic trade workers, textile workers) a) Skilled Construction Trades b) Skilled Engineering Trades c) Other Skilled Trades</p>	
<p>6. Personal & Protective Services (eg. police, bar staff, catering and domestic staff) a) Protective Service Occupations b) Personal Service Occupations</p>	
<p>7. Sales/Retail a) Buyers, Brokers and Sales Reps b) Other Sales Occupations</p>	
<p>8. Plant and Machine Operatives a) Industrial Plant and Machine Operators, Assemblers b) Drivers and Mobile Machine Operators</p>	
<p>9. Other Unskilled Occupations</p>	

D. Recruitment Practices/Difficulties

The following questions are about recruitment practices at this location.

ASK ALL

Q1. Thinking about the last 12 months, in which occupations, if any, have you had *hard-to-fill vacancies at this site*? Please include all *current hard-to-fill vacancies*. WRITE IN

FOR EACH HARD-TO-FILL VACANCY:

Probe for full job title. WRITE IN.

What kind of work would someone in this occupation mainly do? PROBE IF RELEVANT: WRITE IN

.....

None - no hard to fill vacancy

ASK ALL WITH HARD-TO-FILL VACANCIES. OTHERS GO TO SECTION E

Q2. What are the causes of your hard-to-fill vacancies? PROBE: Any others? MULTI-CODE

- Not enough suitably **skilled** people locally
- Applicants lack the qualifications we want
- Applicants have poor motivation/attitude
- Lack of applicants/people interested in this type of work
- Too much competition from other employers
- Company/industry doesn't pay enough
- Job entails shift work/unsociable hours
- People with required skills don't want to relocate to this area
- Remote location/poor public transport
- Lack of resources to carry out effective recruitment
- Other (specify)
- Don't know

Q3. What impact, if any, have hard-to-fill vacancies had on your business? INCLUDE BOTH SHORT-TERM AND LONG-TERM IMPACT. PROBE: Any others? MULTI-CODE

Loss of business to competitors
Loss of quality in service
Restricts business development
Increased running costs due to use of overtime, subcontracting or temporary staff
Increased recruitment costs through advertising, use of recruitment agencies, etc.
Loss of efficiency/increased wastage
Other (specify)
None, no impact to business

Q4. What measures, if any, have you taken to tackle the problem of hard-to-fill vacancies? MULTI-CODE

Offered higher pay/perks (eg. car, pension, health insurance, holidays)
Increased recruitment efforts
Recruited from different geographical areas
Increased PR activity to improve image of business
Increased training and development within workforce
Changed work practices (flexible hours, work from home)
Provided childcare support
Highlighted problem to local providers (eg. TECs, colleges, training bodies)
Introduced more plant or equipment
Head hunted people from other organisations
Other (WRITE IN)
Don't know
Nothing

E Skills

Turning now to the overall skills needed at your location to keep it running effectively.

NOTE:

CATI to select at random **an occupation** from Q4 at Section C and ask the following list of skills

ASK ALL

Q1. I am going to read out a list of skills. For each skill, I would like you to tell me:

a) How important you feel it is in relation to the (Q4 at Section C) occupation at this location and

b) whether you think each of these skills will become more or less important in relation to (Q4 at Section C) occupation - or whether there is likely to be no change in their importance? Please

remember I am only interested in (QC4) occupation.

READ OUT SKILLS. ROTATE ORDER. SINGLE CODE

Q1a) READ OUT:

Very important
Fairly important
Not very important
Not at all important
Don't know

Q1b) READ OUT:

More important
Less important
No change
Don't know

LIST SKILLS

- a) *Formal qualifications*
- b) *Numeracy*
- c) *Literacy*
- d) *Welsh language skills*
- e) *Foreign language skills*
- f) *Problem solving skills*
- g) *Communication skills*
- h) *Ability to follow instructions*
- i) *Basic Information Technology skills (eg. word processing, spreadsheets, use of employers' systems)*
- j) *Advanced Information Technology skills (eg. modelling, IT support, programming etc.)*
- k) *Ability to learn*
- l) *Showing initiative*
- m) *Leadership skills*
- n) *Management skills*
- o) *Organising own learning and development*
- p) *Team working skills*
- q) *Job specific skills*
- r) *product knowledge*
- s) *understanding customer needs*

Are there any other skills that I have not mentioned which you consider important to (Q4 Section C) occupation? If yes - specify.

ASK ALL

Q2. I would like you to now think about your overall workforce. Would you say there is a significant gap between the type of skills that your employees have now, and those they need to meet your current business objectives?

INTERVIEWER NOTE: By significant I am referring to any skills gap that has had an impact on your establishment's ability to meet its current business objectives

- Yes, gap exists
- No
- Don't know

ASK IF GAP EXISTS

Q. And in which occupations are you experiencing a skills gap? Is it in . . . ? READ OUT

AT CATI TO LIST ALL THE OCCUPATIONS THAT RESPONDENT SAY THEY HAVE EMPLOYEES IN QC4 (SUB-MAJOR SOCS)

ASK IF RESPONDENT MENTIONS MORE THAN ONE OCCUPATION

Q. And which occupation would you say the skills gap has had the most significant impact on your business? SINGLE CODE

CATI TO LIST ONLY THOSE OCCUPATIONS THAT RESPONDENT SAY THEY HAVE EXPERIENCED SKILLS GAP

ASK OF OCCUPATION WHICH HAS HAD MOST SIGNIFICANT IMPACT ONLY

Q3. Which skills are lacking in (OCCUPATION MENTIONED ABOVE)? PROBE: Anything else?
MULTI-CODE

- a) *Formal qualifications*
- b) *Numeracy*
- c) *Literacy*
- d) *Welsh language skills*
- e) *Foreign language skills*
- f) *Problem solving skills*
- g) *Communication skills*
- h) *Ability to follow instructions*
- i) *Basic Information Technology skills (eg. word processing, spreadsheets, use of employers' systems)*
- j) *Advanced Information Technology skills (eg. modelling, IT support, programming etc.)*
- k) *Ability to learn*
- l) *Showing initiative*
- m) *Leadership skills*
- n) *Management skills*
- o) *Organising own learning and development*
- p) *Team working skills*
- q) *Job specific skills*
- r) *product knowledge*
- s) *understanding customer needs*
- t) *other (specify)*

Q4. What impact, if any, have these skills shortages within your current workforce had on your business ? PROBE: Any others? MULTI-CODE

- Loss of business to competitors
- Loss of quality in the service
- Restricted business development
- Increased running costs due to use of overtime, subcontracting or temporary staff
- Increased recruitment costs through advertising, use of recruitment agencies, etc.
- Loss of efficiency/increased wastage
- Other (specify)
- None, no impact on business

ASK ALL

Q5. How strongly do you agree or disagree with these statements? READ OUT
SINGLE CODE ONLY

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

- a) *Having a skilled workforce is crucial to the success of our business*
- b) *We are utilising our employees' skills to their full potential*

SPLIT SAMPLE FOR STATEMENTS C AND D. POSITIVE STATEMENTS FOR HALF OF SAMPLE AND NEGATIVE STATEMENTS FOR REMAINING

- c) *Our employees are (NOT) given enough opportunity to develop skills relevant to their current jobs*
- d) *Our employees are (NOT) given enough opportunity to develop the skills they need for future jobs*

ASK IF DISAGREE WITH Q.5b

Q6. Why do you think your business is not utilising fully the skills of its employees? WRITE IN
(Code frame to be drawn up after first 100 interviews)

ASK ALL

Q7. Do you recruit . . . ? READ OUT. MULTI-CODE

School leavers/College leavers
Graduates
Do not recruit any of the above

ASK IF RECRUIT SCHOOL/COLLEGE LEAVERS

Q8. Is there a significant gap between the skills schools and college leavers have and those that you expect them to have when you first recruit them? SINGLE-CODE

Yes
No
Don't know

ASK IF SAY YES AT Q8

Q9. Which skills are lacking? PROMPT: Any other? MULTI-CODE

- a) *Formal qualifications*
- b) *Numeracy*
- c) *Literacy*
- d) *Welsh language skills*
- e) *Foreign language skills*
- f) *Problem solving skills*
- g) *Communication skills*
- h) *Ability to follow instructions*
- i) *Basic Information Technology skills (eg. word processing, spreadsheets, use of employers' systems)*
- j) *Advanced Information Technology skills (eg. modelling, IT support, programming etc.)*
- k) *Ability to learn*
- l) *Showing initiative*
- m) *Organising own learning and development*
- n) *Team working skills*
- o) *Understanding customer needs*
- p) *Other (specify)*

ASK Q8 AND Q9 ABOVE IF RECRUIT GRADUATES - FOLLOW SAME ROUTING

F. Training

I now have some questions about off-the-job training. By off-the-job training, we are including all training away from the immediate work position. It can be given at your premises or elsewhere.

Q1. Have you funded or arranged any off-the-job training for any of your employees here over the past 12 months?

Yes ASK Q.3
No GO TO Q.7
Don't know GO TO Q.7

ASK IF HAVE NOT FUNDED/ARRANGED TRAINING AND THEN END.

Q2. What is the reason why you do not train your staff at the moment?

~~No need/all staff fully trained/no new recruits/only recruit trained people
Company too small to train
Can't afford time/too busy
Can't afford the money
Training wouldn't improve things
Staff would leave/want more money
Training not available locally
Other (specify)~~

ASK IF HAVE ARRANGED/FUNDED TRAINING

Q3. And for which of these category of employees have you funded or arranged any off-the-job training over the past year? PROGRAMME CATI TO LIST ONLY THOSE OCCUPATIONS AT Q.4 IN SECTION C. MULTI-CODE

SOC major groups

1. Managers & Administrators (include. Supervisors)
2. Professionals (eg. with degree type qualifications)
3. Associate Professionals (eg. technicians, draught persons, nurses)
4. Clerical/secretarial (eg. admin and clerks)
5. Craft and Other Skilled Manual Staff (eg. construction workers, electronic trade workers, textile workers)
6. Personal & Protective Services (eg. police, bar staff, catering and domestic staff)
7. Sales/Retail
8. Plant and Machine Operatives
9. Other Occupations (specify)

Q4. Was any of the off-the-job training you have funded or arranged over the last year provided by a provider from outside of this establishment?

Yes
No

Q5. Have you experienced any difficulty in the last 12 months in finding an appropriate training provider in the (TEC area) for the training you need to do - by appropriate I mean capable of providing the right type of training or the quality you require? SINGLE CODE

Yes
No, have experienced any difficulty

ASK IF YES

Q6. What types of training needs have you found difficult to satisfy through local providers outside this establishment? MULTI-CODE

Code frame after first 100 interviews

ASK ALL

Q7. What factors present a barrier to the amount of training you do? PROBE: Any others?

MULTI-CODE

If mentioned more than one factor: **Which is the single most important barrier?**

Cost of training in local area

Training not available locally

Poaching

Quality of training offered

Subjects on offer locally

Time of day courses are run

Cannot afford staff to have time off for training

Uninterested staff

Other (specify)

Q8. Finally, would you like to receive a summary of the findings of this project?

Yes

TYPE IN RESPONDENT'S NAME

No

THANK RESPONDENT AND CLOSE