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Post Testing of the 2011 Apprenticeship Grants Campaign

METHODOLOGY REPORT

Submitted to:

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Ce rapport est aussi disponible en français sur demande

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1. BACKGROUND

The Apprenticeship Incentive Grant (AIG) is a federal grant program that was implemented in 2007 that provides taxable cash grants of \$1,000 (to a maximum of \$2,000) to registered Red Seal apprentices who successfully complete their first and/or second year of training. The objectives of the AIG are to: increase access to apprenticeships in Red Seal Program trades; to encourage progression in and completion of apprenticeship training; and promote inter-provincial mobility. A new \$2000 Apprenticeship Completion Grant (ACG) was introduced in 2009 to complement the AIG.

In 2009 an advertising campaign was launched to raise awareness of the AIG with apprentices and with young adults considering entering into the trades. This campaign included radio, Internet and out-of-home elements, and was continued in 2010-2011, the final year of the campaign. In 2010-2011, the campaign included radio, print and Internet components. The primary target for this campaign is apprentices enrolled in Red Seal-designated trades to heighten awareness of the existence of these two supports available for those who continue in their program. The secondary audience in the first year of the campaign was young adults and was designed to increase awareness of the type of supports available to students who choose to enrol in an apprenticeship to pursue a career as a skilled tradesperson in a Red Seal trade. This secondary target group was not a focus of the 2010 campaign.

Public Opinion Research (POR) is a necessary next step to enable HRSDC to gauge the success of its outreach activities thus far, and to refine efforts where necessary to better reach the target audiences. Because the combined advertising and outreach campaign exceeds \$1,000,000, this public opinion research will take the form of the mandatory Advertising Campaign Evaluation Tool, with additional validating and benchmarking questions following the ACET instrument. The current research is designed to assess the effectiveness of the campaign with the general public, as well as with the principle target group of students enrolled in apprenticeship programs.

Information obtained through this public opinion research will allow Human Resources and Skills Development Canada to determine the impact of its advertising campaign and provide direction on areas where the campaign can be adjusted. The findings provide useful information to improve future campaigns which are better targeted, more informative and better geared to the target population and Canadians at large.

The survey entailed the expenditure of \$45,888.20 plus HST. With HST this is \$51,853.67.

2. METHODOLOGY

The survey instrument used the full set of ACET questions used by the Government of Canada in all of its advertising evaluation research, as well as a small subset of additional questions targeted specifically for apprentices related to application for and accessing of government grants (including the Apprenticeship Incentive and Completion Grants (AIC and ACG). The length of the interview was 9 minutes for the general public and 11 minutes for apprentices. Pre-testing was conducted with both the general public and apprentices one week before the end of the campaign. A total of 20 cases were conducted in the general public and nine cases were completed with apprentices. The cases completed with apprentices were retained in the final data file. Only minor adjustments to skip logic were implemented as a result of the pre-testing. The survey was conducted over 11 days starting the Monday after the campaign ended on March 12 (March 14-25).

Respondents to the telephone survey who were sampled from the general public were 18 years of age and older, and were randomly selected (through random digit dialling). The sample included all provinces and territories, and the survey was administered in both English and French. The sample distribution for this study was as follows:

Province/Territory	Sample Size	Margin of Error (19 times out of 20)
Atlantic Provinces	74	±11.2%
Quebec	222	± 6.6%
Ontario (incl Nunavut)	413	± 4.8%
Manitoba/Saskatchewan	90	± 10.4%
Alberta (incl NWT)	110	±9.4%
British Columbia (incl Yukon)	99	±9.8%
Total	1008	± 3.1%

This sample of the general public was randomly selected from a wider sample frame of listed and unlisted landlines in Canada and is therefore considered to be a probability sample that is representative of the wider universe (exclusive of households with only cell phones). As such, a margin of error can be applied. The overall sample of 1,008 cases has an associated margin of error of as wide as +/- 3.1 per cent. The margin of error is wider for subgroups (e.g., 4.0 to 10.0 per cent in most cases).

During the study design, 26 post-secondary schools that offer apprenticeship programs were contacted and asked to participate in the study. A total of 21¹ schools agreed to participate representing all regions of the country and a variety of Red Seal trades. An online registry was set up on a secure website to enable apprentices to log on and sign up to register for the study. Apprentices were informed that they would be contacted by telephone and that the survey would take only 10-11 minutes to complete. They were also offered an incentive of \$20 to take part in the survey or have their name entered into a lottery style draw to win \$1000 (with a one in 100 chance of winning). Appendix A provides a copy of the letter sent (on HRSDC letterhead) to post-secondary institutions to inform them of the study. Appendix B provides a copy of the letter sent (on EKOS letterhead) that schools distributed to their students. Appendix C presents a copy of the online registration form that apprentices signed onto to register for the survey. Appendix D presents the survey instrument used for both the general public and apprentice samples.

Names of apprentices were collected over a period of five weeks, from February 15 to March 23. Following is a list of the 21 schools that participated in the study by distributing the letter to students directing them to our online registry.

Participating Schools

Algonquin College
Canadore College
Cambrian College
Centennial College
Conestoga College Institute of Technology and Advanced Learning
École des métiers de la construction de Montréal
Fleming College
Grande Prairie Regional College
Kwantlen College
Loyalist College
Mowhawk College
NAIT
New Brunswick Community College
Nova Scotia Community College
Red River College
SAIT Polytechnic
Saskatchewan Institute of Applied Science and Technology (SIAST)
Sheridan Institute of Technology and Advanced Learning
St. Clair College
Union of Plumbers, Pipefitters, Sprinklerfitters & Service Techs, Local 740
Vancouver Island University

¹ Initially 26 schools agreed to participate in the study, however, students from only 21 schools ultimately registered at the website.

Registration was a slow and rather difficult process. Although it did not typically take long for schools to agree, interest among apprentices in spite of the incentive was low and registration was slow. Many calls were placed to schools to remind them to distribute the letter or to ask them to remind students about the study. Ultimately, we received a total of 292 apprentices that registered online. The following is a table of the top participation rates (i.e., schools where at least more than 10 apprentices signed up).

Online Registrants by School

Algonquin College	19	6.50%
Canadore College	13	4.50%
Centennial College	14	4.80%
Conestoga College Institute of Technology and Advanced Learning	17	5.80%
École des métiers de la construction de Montréal	33	11.30%
Loyalist College	11	3.80%
New Brunswick Community College	20	6.80%
Nova Scotia Community College	50	17.10%
Red River College	27	9.20%
Sheridan Institute of Technology and Advanced Learning	15	5.10%
St. Clair College	12	4.10%
Vancouver Island University	22	7.50%
Other	39	13.40%
	292	n = 292

Prior to beginning the full fieldwork, the study objectives and sampling of the survey, as well as the meaning and intent of specific items in the interview, were thoroughly covered in training sessions with the full complement of interviewers who worked on the study. Test or practice interviews were conducted to familiarize interviewers with the questions, categories, flow and skip logic.

Survey supervisors continuously monitored interviewing during the data collection process, using a dual audio and visual monitoring system. Ten per cent of interviews from each survey were monitored to ensure consistency of questionnaire administration and interviewing techniques.

The general public sample for this study was derived from Survey Sample Software. Respondents were 18 years of age and older and were selected through random digit dialling. The person who answered the phone and was 18 years of age or older and last celebrated their birthday was asked to complete the survey. In the case of the apprentice sample all entries from the online registry were contacted looking for that individual, by name.

Eight call-backs (nine total calls) were made to each selected household or apprentice in the samples before retiring a case and substituting another household. Follow-up calls were made on subsequent days, at varying time periods to maximize the potential for reaching a given respondent and

appointments were taken at the convenience of the respondent. All individuals were given the choice of conducting the interview in either official language. The survey was conducted over 11 days starting the Monday after the campaign ended on March 12th (March 14-25th). Call-backs were rotated over weekday evenings and weekends during that time.

The survey was registered with the National Survey Registration System. Survey data collection adhered to all applicable industry standards as set out by the Marketing Research and Intelligence Association (MRIA), of which EKOS is a Gold Seal member. EKOS informed respondents of their rights under the Privacy and Access to Information Acts and ensured that those rights were protected throughout the research process. This included: informing respondents of the purpose of the research; identifying both the sponsoring department and research supplier; informing respondents that their participation in the study is voluntary, and that the information provided would be administered according to the requirements of the Privacy Act.

Once the survey was collected, the database was reviewed for data quality. Coding was also completed (starting after the first 300 cases and completed a few days after the completion of the survey collection period. Survey results were weighted based on Statistics Canada data according to age, gender, and region to ensure the sample is representative of the general public aged 18 years and older.

Data tables were created to isolate results for major subgroups in the general public to be used in the analysis (age, gender, education, income, and also by those who recalled and did not recall the campaign). Among apprentices the sub-group array was not as wide given the smaller sample size. It should also be understood that the apprentice sample is a purposive and not a randomly generated sample, therefore it cannot be said to be representative of all apprentices studying in Canada. It merely provides illustration of recall rates and impact among some apprentices. No margin of error can be applied to this more targeted sample.

2.1 RESPONSE RATES²

The response rate for the telephone survey was 11 per cent for the general public portion of the sample. Among the target group of apprentices, however, the response rate was 80 per cent. Details are presented below.

² Response rates are calculated using the formula developed by the MRIA in conjunction with the Government of Canada.

General Public Sample

Code	Label	Count
AM_-_Callback_in_2_hrs	(no label)	2977
AP_-_Callback_-_Specific_time/date	(no label)	39
BC_-_Blocked_by_Bell	(no label)	98
BU_-_Business/Fax/Modem	(no label)	336
Complete	(no label)	1008
DU_-_Duplicate_Number	(no label)	8
FR_-_French_Household	(no label)	14
IG_-_Ineligible	(no label)	26
IR_-_Incomplete_Refusals	(no label)	43
LN_-_Language_Barrier	(no label)	183
NA_-_Callback_in_12_hrs	(no label)	666
NF_-_Invalid_Number	(no label)	1545
QF_-_Quota_Filled	(no label)	7
R2_-_Final_Refusal	(no label)	23
RF2_-_Refus_2_-_Refusal_2nd_attempt	(no label)	1
RF_-_Refusal	(no label)	4467
UN_-_Unavailable_within_Project_Timeframe	(no label)	9
X_-_Exit_without_Dialing	(no label)	5
TOTALS		11457

Response Rate Table		
Method (MRIA formulas)	Outcome	
Empirical Method	Response Rate	12.90%
Estimation Method	Eligibility Rate	96.30%
	Response Rate	11.10%

Apprentice Sample

Code	Label	Count
AM_-_Callback_in_2_hrs	(no label)	38
AP_-_Callback_-_Specific_time/date	(no label)	7
Complete	(no label)	221
DU_-_Duplicate_Number	(no label)	1
IG_-_Ineligible	(no label)	7
NA_-_Callback_in_12_hrs	(no label)	3
NF_-_Invalid_Number	(no label)	8
RF_-_Refusal	(no label)	6
X_-_Exit_without_Dialing	(no label)	1
TOTALS		292

Response Rate Table

Method (MRIA formulas)	Outcome	
Empirical Method	Response Rate	80.30%
Estimation Method	Eligibility Rate	97.00%
	Response Rate	80.20%

The response rate for the telephone survey is calculated by dividing the cooperative call backs (i.e., those who completed the study, those who we spoke to but were ineligible, and the quota filled) by the functional sample. The functional sample is the sample remaining after numbers not in service, business/fax numbers, duplicate numbers and numbers blocked by the phone company are removed.

APPENDIX A
LETTER TO INSTITUTIONS
(ENGLISH AND FRENCH)

APPENDIX B
LETTERS TO APPRENTICES
(ENGLISH AND FRENCH)

APPENDIX C
ONLINE REGISTRY (ENGLISH AND FRENCH)

INTRO [0,0]

Thank you for visiting the Red Seal Apprenticeship Survey Registration site.

EKOS Research has been hired by Human Resources and Skills Development Canada to conduct a short telephone survey of apprentices in Red Seal trades. The survey will take 8-10 minutes to complete, and you will be paid \$15 for your participation.

If you are interested in completing our survey, please fill in the information below, and if you are eligible one of our researchers will be in touch in March. Note that we will only be conducting 300 surveys across Canada with students in apprenticeship programs, so it is possible that we will not contact you.

Q1

Name

1 -> AQ1; C40 L1 C40 1

Q2

Your college

Algonquin College	27
Canadore College	1
Cambrian College	2
Centennial College	26
Centre Intégré De Mécanique, De Métallurgie Et D'Électricité (CIMME)	24
College Boréal	28
Conestoga College Institute of Technology and Advanced Learning	16
Durham College	3
École des métiers de la construction de Montréal	14
Fleming College	21
Grande Prairie Regional College	4
Humber College	25
Kwantlen College	5
Lambton College	22
Loyalist College	15
Medicine Hat College	19
Mowhawk College	11
NAIT	6
New Brunswick Community College	13
Nova Scotia Community College	7
Red Deer College	8
Red River College	20
SAIT Polytechnic	9
Saskatchewan Institute of Applied Science and Technology (SIAST)	18
Sheridan Institute of Technology and Advanced Learning	17
St. Clair College	23
Union of Plumbers, Pipefitters, Sprinklerfitters & Service Techs, Local 740	10
Vancouver Island University	12

Q2A

Your email

1 -> AQ2A; E40 L1 C40..... 1

Q3

Phone number where we can reach you

1 -> AQ3; T13 L1 C20..... 1

Q4 [1,3]

What is the best time of day for EKOS to phone you?

9 AM to noon	1
Noon to 6 PM	2
6 PM to 10 PM	3

Q5

Do you prefer we call on a weekend or weekday?

Weekday	1
Weekend	2
No preference	3

THANK [0,0]

Thank you very much for registering to complete this survey.

INTRO [0,0]

Merci de vous être rendu sur le site de l'inscription au Sondage auprès des apprentis du programme Sceau rouge.

Les Associés de recherche EKOS ont reçu de Ressources humaines et Développement des compétences Canada le mandat d'effectuer un bref sondage téléphonique auprès des apprentis du programme Sceau rouge. Le sondage ne prendra que de 8 à 10 minutes et vous recevrez 15\$ pour nous avoir consacré de votre temps.

Si vous souhaitez remplir notre sondage, veuillez répondre aux questions ci-dessous et, si vous êtes admissible, l'un de nos chercheurs communiquera avec vous au mois de mars. Comme il n'y aura que 300 sondages de menés dans l'ensemble du Canada auprès des étudiant(e)s faisant partie des programmes d'apprentissage, il est possible que vous ne soyez pas du nombre.

Q1

Nom

1 -> AQ1; C40 L1 C40 1

Q2

Votre collège

Algonquin College	27
Canadore College	1
Cambrian College.....	2
Centennial College	26
Centre Intégré De Mécanique, De Métallurgie Et D'Électricité (CIMME)	24
College Boréal.....	28
Conestoga College Institute of Technology and Advanced Learning	16
Durham College	3
École des métiers de la construction de Montréal	14
Fleming College	21
Grande Prairie Regional College	4
Humber College	25
Kwantlen College	5
Lambton College	22
Loyalist College	15
Medicine Hat College.....	19
Mowhawk College	11
NAIT	6
New Brunswick Community College.....	13
Nova Scotia Community College	7
Red Deer College	8
Red River College	20
SAIT Polytechnic	9
Saskatchewan Institute of Applied Science and Technology (SIAST).....	18
Sheridan Institute of Technology and Advanced Learning	17
St. Clair College	23
Union of Plumbers, Pipefitters, Sprinklerfitters & Service Techs, Local 740.....	10

Vancouver Island University 12

Q2A

Votre courriel

1 -> AQ2A; E40 L1 C40..... 1

Q3

Le numéro de téléphone où nous pouvons vous rejoindre

1 -> AQ3; T13 L1 C20..... 1

Q4 [1,3]

Quel est pour vous le meilleur moment de la journée pour recevoir un appel d'EKOS?

Entre 9h et midi 1
Entre midi et 18h 2
Entre 18h et 22h 3

Q5

Préférez-vous qu'on vous appelle la fin de semaine ou un jour de semaine?

Jour de semaine 1
Fin de semaine 2
Pas de préférence 3

THANK [0,0]

Merci beaucoup d'avoir bien voulu vous inscrire en vue de répondre à ce sondage.

APPENDIX D
QUESTIONNAIRES (ENGLISH AND FRENCH)

INTRO

Hello, my name is _____. I'm calling on behalf of EKOS Research Associates. I'd like to ask you some questions about current issues of interest to Canadians. Your responses will be kept entirely confidential and anonymous. This survey is registered with the national survey registration system.

[INDAPRNTS.NE.1]May I speak with the person in your household who is 18 years of age or older who has had the most recent birthday? Would that be you? (If that person is not available, arrange call back.)

Would you be willing to take part in this survey? We can do it now or at a time that is more convenient for you.

[INDAPRNTS.EQ.1]Your participation in this survey is voluntary, but would be extremely helpful. Would you be willing to take part in this survey? We can do it now or at a time more convenient for you.

[IF ASKED] The survey will take about 10 minutes to complete.NOTE: Reveal name of client department which commissioned survey at the end of the survey only.

- Yes now continue 1
- Yes call later / specify time and date 2
- Refused thank and terminate 9

SCRN1

If... INDAPRNTS.EQ.1

APPRENTICE Sample

Are you currently enrolled in an apprenticeship program – learning a trade?

- Yes..... 1
- No..... 2 ->THNK2
- DON'T KNOW 98 ->THNK2
- REFUSED 99 ->THNK2

SEX

Record gender of respondent

DO NOT ASK

- Male..... 1
- Female 2

LANG

Record language of correspondence

DO NOT ASK

- English..... 1
- French..... 2

CALCSEXQUOTA
SEXQUOTAS = \$SEX

SEXQUOTAS

1 => 525
 2 => 525
 COMPLET => QEND
 SAUT => QFIL

Male..... 1
 Female 2

PRIV [0,0]

This call may be recorded for quality control or training purposes.

Q1A

Over the past few weeks or so, have you seen, heard or read any advertising about grants for apprentices?

Yes..... 1
 No..... 2
 DON'T KNOW 98
 REFUSED 99

Q1B [1,10]

If... Q1A.EQ.1

IF ADVERTISING SEEN

What can you remember about this advertising? What words, sounds or images come to mind?

DO NOT READ LIST - ACCEPT MULTIPLE RESPONSES

You can get \$4000 in grants from the government 1
 If you're an apprentice – “apply today” 2
 Money from the government for apprentices to go to school – incentive grant to go to school in a trade..... 3
 Showed pictures/talked about different trades (e.g., carpenter, welder, cook, electrician) 4
 Federal grants for Red Seal trade apprentices 5
 There are 53 Red Seal trades 6
 Canada's Economic Action Plan 7
 Specify-> AQ1B; C150 L3 C50 77
 DON'T KNOW 98
 REFUSED 99

Q2A

Do you remember hearing an ad on the radio over the past few weeks that starts with sounds of hammering, welding and cooking, and talks about being able to get up to \$4,000 in grants if you are an apprentice in one of the 53 Red Seal trades? The ad gives the examples of a welder, carpenter and a cook and says “that’s the kind of help every apprentice can use. Apply today”.

Yes.....	1
No.....	2
VOLUNTEERED: Not applicable do not listen to the radio.....	96
DON’T KNOW	98
REFUSED	99

Q2B

Do you remember seeing a poster ad in washrooms on campuses, resto-bars or at a construction site over the past few weeks that introduces the idea of \$4,000 in grants for apprentices, if you are studying in one of the 53 Red Seal trades? The ad shows pictures of a carpenter, an electrician and a cook.

Yes.....	1
No.....	2
DON’T KNOW	98
REFUSED	99

Q2C

Do you remember seeing any advertisements on the Internet over the past few weeks that introduces the idea of “\$4,000 in grants” that is “there for you to learn a Red Seal trade”. The ad shows 3 pictures, a carpenter, an electrician and a cook. The ad talks about an Apprenticeship Grant of up to \$4,000 and encourages apprentices to “Apply Today!”

Yes.....	1
No.....	2
VOLUNTEERED: Not applicable do not use the Internet.....	96
DON’T KNOW	98
REFUSED	99

Q3

If... Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1

THOSE WHO RECALL ANY AD IN Q2 SERIES

Thinking about the advertising that you saw/heard, what do you think was the main point this advertising was trying to get across?

OPEN-ENDED. DO NOT READ. ACCEPT ONE RESPONSE

Specify-> AQ3; C150 L3 C50.....	77
It’s a good idea to become an apprentice – to learn one of the trades	1

Federal grants are available for someone studying in a trade.....	2	
The government is trying to get people to learn trades.....	3	
Canada's Economic Action Plan	4	
Nothing.....	96	X
DON'T KNOW	98	X
REFUSED	99	X

Q4A

If... Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1

THOSE WHO RECALL ANY AD IN Q2 SERIES

Did you do anything as a result of hearing this advertising?

Yes.....	1	
No.....	2	
DON'T KNOW	98	
REFUSED	99	

Q4B [1,15]

If... (Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1).AND.Q4A.EQ.1

THOSE WHO RECALL ANY AD IN Q2 SERIES AND DID SOMETHING AS A RESULT OF SEEING THE AD

What did you do? Anything else?

DO NOT READ LIST - ACCEPT MULTIPLE RESPONSES

Tell someone about this kind of grant for someone studying in a trade	1	
Mention to a friend or family member	2	
Went to look at the Economic Action Plan website	3	
Visited the Service Canada website.....	4	
Visited a Service Canada Centre	5	
Visited another website	6	
Called the 1-800 number	7	
Called a school about studying in a trade	8	
Used social media (Facebook, YouTube, Twitter, MySpace, a blog, etc) to check out Red Seal trades	9	
Applied for enrolment into a trade	10	
Applied for an AIG-ACG	11	
Looked into AIG-ACG (but did not apply)	12	
Talked to a counselor/teacher about Apprenticeship/Apprenticeship Grants	13	
Talked to an employer	14	
Other (Specify)-> AQ4B; C150 L3 C50	77	
DON'T KNOW	98	X
REFUSED	99	X

Q5A

If... Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1

THOSE WHO RECALL ANY AD IN Q2 SERIES

Thinking about the advertising you heard, who do you think produced it? That is, who paid for it?

DO NOT READ LIST. ACCEPT ONE RESPONSE

Government of Canada/Federal Government.....	1
Provincial Government.....	2
Municipal Government.....	3
Government (General).....	4
Schools offering apprenticeship programs	5
Other (Specify)-> AQ5A; C150 L3 C50	77
DON'T KNOW	98
REFUSED	99

Q5B

If... (Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1).AND.Q5A.EQ.4

THOSE WHO RECALL THE AD IN Q2 AND SAID GOV GENERAL (Q5E)

Which level of government?

READ LIST. ACCEPT ONE RESPONSE

Federal government.....	1
Provincial government.....	2
Municipal government.....	3
Other (Specify)-> AQ5B; C150 L3 C50	77
DON'T KNOW	98
REFUSED	99

PREQ6 [0,0]

The next three questions have to do with the performance of the government in general.

Q6

How would you rate the performance of the Government of Canada when it comes to encouraging apprentices to complete training in a designated Red Seal trade? Please use a 7-point scale, where 1 means terrible, 7 means excellent and the mid-point, 4, means neither good nor bad.

1.Terrible.....	1
2.....	2
3.....	3
4.Neither good nor bad.....	4
5.....	5
6.....	6
7.Excellent.....	7
DON'T KNOW	8
REFUSED	9

Q7

And, using the same scale how would you rate the performance of the Government of Canada in providing information to the public in general?

REPEAT SCALE IF NECESSARY

1.Terrible	1
2.....	2
3.....	3
4.Neither good nor bad.....	4
5.....	5
6.....	6
7.Excellent.....	7
DON'T KNOW	8
REFUSED	9

Q8

Generally speaking, how would you rate the overall performance of the Government of Canada? Once again, please use the same scale.

REPEAT SCALE IF NECESSARY

1.Terrible	1
2.....	2
3.....	3
4.Neither good nor bad.....	4
5.....	5
6.....	6
7.Excellent.....	7
DON'T KNOW	8
REFUSED	9

Q9

If... INDAPRNTS.NE.1

GEN-POP Sample

Are you currently enrolled in an apprenticeship program – learning a trade?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

Q10

If... INDAPRNTS.EQ.1.OR.Q9.EQ.1

APPRENTICE SAMPLE OR LEARNING A TRADE

What trade are you learning?

DO NOT READ LIST

Agricultural Equipment Technician	1
Appliance Service Technician	2
Automotive Painter.....	3
Automotive Service Technician	4
Baker	5
Boilermaker	6
Bricklayer	7
Cabinetmaker.....	8
Carpenter	9
Concrete Finisher	10
Construction Craft Worker	11
Construction Electrician	12
Cook	13
Electric Motor System Technician	14
Electronics Technician (Consumer Products)	15
Floorcovering Installer	16
Glazier	17
Hairstylist	18
Heavy Duty Equipment Technician	19
Heavy Equipment Operator.....	20
Industrial Electrician	21
Industrial Mechanic (Millwright)	22
Instrumentation and Control Technician	23
Insulator (Heat and Frost).....	24
Ironworker (Generalist).....	25
Ironworker (Reinforcing)	26
Ironworker (Structural / Ornamental).....	27
Landscape Horticulturist	28
Lather (Interior Systems Mechanic).....	29
Machinist	30
Metal Fabricator (Fitter).....	31
Mobile Crane Operator.....	32
Mobile Crane Operator (Hydraulic)	33
Motor Vehicle Body Repairer (Metal and Paint).....	34
Motorcycle Mechanic	35
Oil Heat System Technician	36
Painter and Decorator	37
Partsperson	38
Plumber	39
Powerline Technician	40
Recreation Vehicle Service Technician.....	41
Refrigeration and Air Conditioning Mechanic	42
Rig Technician	43
Roofer.....	44
Sheet Metal Worker.....	45
Sprinkler System Installer	46

Steamfitter / Pipefitter	47
Tilesetter	48
Tool and Die Maker.....	49
Tower Crane Operator	50
Transport Trailer Technician	51
Truck and Transport Mechanic.....	52
Welder	53
Other-> AQ10; C150 L1 C50.....	77
DON'T KNOW	98
REFUSED	99

Q11

If... INDAPRNTS.EQ.1.OR.Q9.EQ.1

APPRENTICE SAMPLE OR LEARNING A TRADE

Have you ever seen or read information about grants or other financial incentives for completing an apprenticeship?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

Q11B

If... Q11.EQ.1

THOSE WHO HAVE LOOKED FOR GRANT/INCENTIVE INFORMATION Q11

Where did you go to look for this information?

Government of Canada website.....	1
Service Canada/HRSDC specifically	2
Called the 1800 O-Canada toll free number	3
A school that offers apprenticeship programming.....	4
An employer	5
Provincial Government.....	6
Trade Union.....	7
Other (Specify)-> AQ11B; C150 L3 C50	77
DON'T KNOW	98
REFUSED	99

Q11C

If... INDAPRNTS.EQ.1.OR.Q9.EQ.1

APPRENTICE SAMPLE OR LEARNING A TRADE

Have you ever applied for grants from the government for being enrolled in an apprenticeship program?

Yes.....	1
No.....	2

DON'T KNOW	98
REFUSED	99

Q11D

If... Q11C.EQ.1

THOSE WHO APPLIED FOR GRANT (Q11C)

What level of government did you apply to for grants for being enrolled in an apprenticeship program?

Federal government	1
Provincial/territorial government	2
DON'T KNOW	98
REFUSED	99

Q11E

If... Q11D.EQ.1

THOSE WHO APPLIED FOR FEDERAL GRANT (Q11D)

Do you remember the name of the grant that you applied for?

Apprenticeship Incentive Grant (AIG)	1
Apprenticeship Completion Grant (ACG)	2
Tradesperson Tools Deduction	3
Other (specify name)	77
DON'T KNOW	98
REFUSED	99

Q11F

If... Q11E.EQ.1,2

THOSE WHO APPLIED FOR AIG-ACG (Q11E)

Have you received money from a government grant for being enrolled in an apprenticeship program?

Yes	1
No	2
DON'T KNOW	98
REFUSED	99

Q11G

If... Q11E.EQ.1,2

THOSE WHO APPLIED FOR AIG-ACG (Q11E)

When did you receive this grant?

Date Month: AMONTHQ11 Year: AYEARQ11	1
DON'T KNOW	98
REFUSED	99

MONTHQ11 [0,1]

Month grant was received

77-> AMONTHQ11; N2.0 [1-12] 77

YESRQ11 [0,1]

Year Grant was received

7777-> AYESRQ11; N4.0 [1950-2011]..... 7777

Q12

If... INDAPRNTS.EQ.1.OR.Q9.EQ.1

APPRENTICE SAMPLE OR LEARNING A TRADE

What motivated you to enter an apprenticeship/learn a trade?

77-> AQ12; C150 L3 C50..... 77
DON'T KNOW 98
REFUSED 99

DEMIN [0,0]

Finally, I'd like to ask you some questions for statistical purposes. I'd like to remind you that all your answers are completely confidential.

D1

Which of the following categories best describes your current employment status? Are you...?

READ LIST. ACCEPT ONE ANSWER ONLY

Working full-time (35 or more hours per week)..... 1
Working part-time (less than 35 hours per week)..... 2
Self-employed 3
Student (not working)..... 4
Unemployed, but looking for work 5
Not in the workforce (e.g. unemployed, but not looking for work, a full-time homemaker or parent)..... 6
Retired 7
MATERNITY/PATERNITY LEAVE 9 I
DISABILITY PENSION..... 10 I
SEASONALLY EMPLOYED 11 I
Other-> AD1; C150 L1 C50..... 77
DON'T KNOW 98
REFUSED 99

D2

What is the highest level of formal education that you have completed to date?

READ LIST. ACCEPT ONE RESPONSE

Elementary school or less	1
Secondary school.....	2
Some post-secondary.....	3
College, vocational or trade school	4
Undergraduate university program.....	5
Graduate or professional university program	6
DON'T KNOW	98
REFUSED	99

D3

In what year were you born?NOTE: ANSWER THE FULL YEAR, I.E. 1977 as "1977"

RECORD YEAR-> AD3; N4.0 [1900-1992].....	77
DON'T KNOW	98
REFUSED	99

D4

Are there any children under the age of 18 currently living in your household?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D5

Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?

READ LIST

Under \$20,000.....	1
\$20,000 to just under \$40,000	2
\$40,000 to just under \$60,000	3
\$60,000 to just under \$80,000	4
\$80,000 to just under \$100,000	5
\$100,000 to just under \$150,000	6
\$150,000 and above.....	7
DON'T KNOW	98
REFUSED	99

D6

Were you born in Canada?

Yes.....	1
No.....	2
REFUSED	9

PRED7 [0,0]

In the last two weeks, have you...

D7A

Read a daily newspaper?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7B

Watched television?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7C

Listened to the radio?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7D

Used public transit?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7E

Read a magazine?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7F

Attended a fair or exhibition?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7G

Used the Internet?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

PRED7V2 [0,0]

If... D7G.EQ.1

In the last two weeks, have you...

D7H

If... D7G.EQ.1

Used the Internet to access Facebook?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7I

If... D7G.EQ.1

Used the Internet to access Youtube?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7J

If... D7G.EQ.1

Used the Internet to access Twitter?

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

D7K

If... D7G.EQ.1

Used the Internet to access other social media sites

Yes.....	1
No.....	2
DON'T KNOW	98
REFUSED	99

THNK

That concludes the survey. This survey was conducted on behalf of Human Resources and Skills Development Canada. In the coming months the report will be available from Library and Archives Canada. Thank you very much for taking part. It is appreciated.

End of Interview

Completion.....	1	D
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INTRO

Bonjour Madame/Monsieur. Je suis _____ et je vous téléphone de la part des Associés de recherche EKOS. J'aurais quelques questions à vous poser sur des sujets d'actualité qui intéressent tous les Canadiens. Vos réponses vont demeurer absolument confidentielles et anonymes. Le sondage est enregistré auprès du système national d'enregistrement des sondages.

[GEN-POP]

Pourrais-je parler à la personne de votre ménage qui a 18 ans ou plus et qui a eu son anniversaire le plus récemment? Est-ce vous-même? (Si cette personne n'est pas disponible, fixer un rendez-vous de rappel

Seriez-vous disposé à répondre à notre sondage? Nous pourrions le faire maintenant ou à un moment qui vous conviendrait mieux.

[Recruited Apprentices]

Votre participation à ce sondage est volontaire mais elle nous serait très utile. Seriez-vous disposé à répondre à notre sondage? Nous pouvons le faire maintenant ou à un moment qui vous conviendrait mieux.

[SI ON LE DEMANDE]Le sondage est d'une durée d'environ 10 minutes.NOTE : Ne donner le nom du ministère qui effectue l'étude qu'à la fin du sondage seulement.

Oui, maintenant continuer 1
Oui, plus tard préciser la date/l'heure 2
Refus Remercier/Terminer 9

SCRN1

If... INDAPRNTS.EQ.1

APPRENTICE Sample

Êtes-vous présentement inscrit à un programme d'apprenti – en vue d'apprendre un métier?

Oui 1
Non 2 ->THNK2
JE NE SAIS PAS 98 ->THNK2
REFUS DE RÉPONDRE 99 ->THNK2

SEX

Inscrire le sexe du répondant

NE PAS DEMANDER

Homme 1
Femme 2

LANG

Inscrire la langue de correspondance

NE PAS DEMANDER

Anglais	1
Français	2

PRIV [0,0]

Cet appel peut être enregistré pour contrôle de la qualité ou à des fins de formation.

Q1A

Au cours des dernières semaines, avez-vous vu, lu ou entendu de la publicité à propos de subventions aux apprentis?

Oui	1
Non	2
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

Q1B [1,10]

If... Q1A.EQ.1

IF ADVERTISING SEEN

Qu'est-ce que vous avez retenu de cette publicité? Quels sont les mots, les sons ou les images qui vous viennent à l'esprit?

NE PAS LIRE LA LISTE - ACCEPTER PLUSIEURS RÉPONSES

Vous pouvez obtenir 4000\$ en subventions du gouvernement	1
Si vous êtes un apprenti – inscrivez-vous aujourd'hui	2
Argent du gouvernement pour que les apprentis aillent à l'école – subvention pour les encourager à apprendre un métier	3
Montré des images/parlé de différents métiers (p. ex., charpentier, soudeur, cuisinier, électricien)	4
De l'argent pour ceux qui apprennent un métier désigné Sceau rouge	5
Il y a 50 métiers et plus désignés Sceau rouge	6
Le Plan d'action économique du Canada – pour vous aider	7
Préciser-> AQ1B; C150 L3 C50	77
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

Q2A

Vous souvenez-vous d'avoir entendu ces dernières semaines à la radio une annonce qui commence avec des sons de marteau, de soudure et de cuisine et où il est question de pouvoir obtenir jusqu'à 4000 \$ en subvention si vous êtes inscrit dans l'un des 50 métiers et plus désignés Sceau rouge? L'annonce donne des exemples de soudeur, de charpentier

et de cuisinier. On dit que c'est la sorte d'aide dont tout apprenti peut profiter et on indique comment en faire la demande.

Oui.....	1
Non.....	2
SPONTANÉ : Sans objet. Je n'écoute pas la radio	96
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

Q2B

Vous souvenez-vous d'avoir vu ces dernières semaines dans les toilettes d'un campus, d'un resto-bar ou sur un chantier de construction une affiche disant que les apprentis peuvent obtenir 4000 \$ en subvention s'ils apprennent l'un des 50 métiers et plus désignés Sceau rouge? La publicité montre des images de charpentier, d'électricien et de cuisinier.

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

Q2C

Vous souvenez-vous d'avoir vu ces dernières semaines sur Internet de la publicité où il est question d'une subvention de 4000 \$ qui vous est offerte si vous apprenez un métier désigné Sceau rouge? La publicité montre 3 images, d'un charpentier, d'un électricien et d'un cuisinier. On précise que la subvention aux apprentis peut aller jusqu'à 4000 \$ et on dit comment la demander.

Oui.....	1
Non.....	2
SPONTANÉ : Sans objet. Je n'utilise pas Internet.....	96
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

Q3

If... Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1
--

THOSE WHO RECALL ANY AD IN Q2 SERIES

En ce qui concerne la publicité que vous avez vue/entendue, quel était selon vous son principal objectif?

RÉPONSE LIBRE. NE PAS LIRE. ACCEPTER UNE SEULE RÉPONSE

Préciser-> AQ3; C150 L3 C50	77
C'est une bonne idée de devenir apprenti – d'apprendre un métier.....	1
Il y a de l'argent de disponible pour quelqu'un qui veut apprendre un métier	2
Le gouvernement essaie d'amener les gens à apprendre un métier	3
Le Plan d'action économique du Canada – pour vous aider.....	4

Rien	96	X
JE NE SAIS PAS	98	X
REFUS DE RÉPONDRE	99	X

Q4A

If... Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1

THOSE WHO RECALL ANY AD IN Q2 SERIES

Avez-vous fait quoi que ce soit après avoir entendu cette annonce?

Oui	1
Non	2
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

Q4B [1,15]

If... (Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1).AND.Q4A.EQ.1

THOSE WHO RECALL ANY AD IN Q2 SERIES AND DID SOMETHING AS A RESULT OF SEEING THE AD

Qu'est-ce que vous avez fait? Autre chose?

NE PAS LIRE LA LISTE - ACCEPTER PLUSIEURS RÉPONSES

Parler à quelqu'un de ce genre de subvention pour ceux qui apprennent un métier...	1	
Mentionner l'annonce à un ami ou un membre de la famille	2	
Consulter le site Web du Plan d'action économique	3	
Consulter le site Web de Service Canada	4	
Aller dans un centre de Service Canada	5	
Consulter un autre site Web.....	6	
Composer le numéro 1-800	7	
Appeler une école concernant l'apprentissage d'un métier	8	
Utiliser les médias sociaux (Facebook, YouTube, Twitter, MySpace, etc.) pour vérifier les métiers Sceau rouge.....	9	
Demander à m'inscrire en vue d'apprendre un métier.....	10	
Demander une SIA ou une SAFA	11	
Me renseigner sur les SIA et SAFA (mais sans demander de subvention).....	12	
Parler à un orienteur/enseignant au sujet de l'apprentissage/des subventions pour apprentis	13	
Parler à un employeur.....	14	
Autre réponse (préciser)-> AQ4B; C150 L3 C50.....	77	
JE NE SAIS PAS	98	X
REFUS DE RÉPONDRE	99	X

Q5A

If... Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1

THOSE WHO RECALL ANY AD IN Q2 SERIES

En ce qui concerne la publicité que vous avez entendue, qui l'a produite, d'après vous?
C'est-à-dire, qui l'a payée?

NE PAS LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE

Le gouvernement du Canada/fédéral	1
Un gouvernement provincial	2
Une administration municipale.....	3
Le gouvernement (en général).....	4
Les écoles qui offrent des programmes d'apprentis	5
Autre réponse (préciser)-> AQ5A; C150 L3 C50	77
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

Q5B

If... (Q2A.EQ.1.OR.Q2B.EQ.1.OR.Q2C.EQ.1).AND.Q5A.EQ.4

THOSE WHO RECALL THE AD IN Q2 AND SAID GOV GENERAL (Q5E)

Quel niveau de gouvernement?

LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE

Gouvernement fédéral	1
Gouvernement provincial	2
Administration municipale	3
Autre réponse (préciser)-> AQ5B; C150 L3 C50.....	77
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

PREQ6 [0,0]

Les trois prochaines questions concernent le rendement du gouvernement du Canada en général.

Q6

Comment évaluez-vous le rendement du gouvernement du Canada pour ce qui est d'encourager les apprentis à poursuivre leur formation dans un métier désigné Sceau rouge? Veuillez répondre selon une échelle de 7 points où 1 signifie affreux, 7, excellent et le point milieu, 4, ni bon ni mauvais.

1.Affreux	1
2.....	2
3.....	3
4.Ni bon ni mauvais.....	4
5.....	5

6.....	6
7.Excellent.....	7
JE NE SAIS PAS.....	8
REFUS DE RÉPONDRE	9

Q7

Et selon la même échelle, quelle serait votre évaluation du rendement du gouvernement du Canada pour ce qui est de communiquer de l’information à la population en général?

RÉPÉTER L’ÉCHELLE, AU BESOIN

1.Affreux	1
2.....	2
3.....	3
4.Ni bon ni mauvais.....	4
5.....	5
6.....	6
7.Excellent.....	7
JE NE SAIS PAS.....	8
REFUS DE RÉPONDRE	9

Q8

De façon générale, quelle serait votre évaluation du rendement global du gouvernement du Canada? Encore une fois, veuillez utiliser la même échelle.

RÉPÉTER L’ÉCHELLE, AU BESOIN

1.Affreux	1
2.....	2
3.....	3
4.Ni bon ni mauvais.....	4
5.....	5
6.....	6
7.Excellent.....	7
JE NE SAIS PAS.....	8
REFUS DE RÉPONDRE	9

Q9

If... INDAPRNTS.NE.1

GEN-POP Sample

Êtes-vous inscrit actuellement dans un programme d’apprenti – en vue d’apprendre un métier?

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

Q10

If... INDAPRNTS.EQ.1.OR.Q9.EQ.1

APPRENTICE SAMPLE OR LEARNING A TRADE

Quel métier apprenez-vous?

NE PAS LIRE LA LISTE

Mécanicien/mécanicienne de machinerie agricole	1
Technicien/technicienne d'entretien d'appareils électroménagers	2
Peintre d'automobiles	3
Mécanicien/mécanicienne de véhicules automobiles	4
Boulangier-pâtissier/boulangère-pâtissière	5
Chaudronnier/chaudronnière	6
Briqueteur-maçon/briqueuse-maçonne	7
Ébéniste	8
Charpentier/charpentière	9
Finisseur/finisseuse de béton	10
Manceuvre en construction	11
Électricien/électricienne (construction)	12
Cuisinier/cuisinière	13
Électromécanicien/électromécanicienne	14
Technicien/technicienne en électronique – Produits du consommateur	15
Poseur/poseuse de revêtements souples	16
Vitrier/vitrière	17
Coiffeur/coiffeuse	18
Mécanicien/mécanicienne d'équipement lourd	19
Opérateur/opératrice d'équipement lourd	20
Électrien industriel/électricienne industrielle	21
Mécanicien industriel/mécanicienne industrielle (de chantier)	22
Technicien/technicienne en instrumentation et contrôle	23
Calorifugeur/calorifugeuse (chaleur et froid)	24
Monteur/monteuse de charpente en acier (généraliste)	25
Monteur/monteuse de charpentes en acier (barres d'armature)	26
Monteur/monteuse de charpentes en acier (structural/ornemental)	27
Horticulteur-paysagiste/horticultrice-paysagiste	28
Latteur/latteuse (spécialiste de systèmes intérieurs)	29
Machiniste	30
Monteur-ajusteur/monteuse-ajusteuse de charpentes métalliques	31
Opérateur/opératrice de grue automotrice	32
Opérateur/opératrice de grue automotrice (hydraulique)	33
Débosseleur-peintre/débosseuse-peintre	34
Mécanicien/mécanicienne de motocyclette	35
Technicien/technicienne de système de chauffage à mazout	36
Peintre et décorateur/décoratrice	37
Préposé/préposée aux pièces	38
Plombier/plombière	39
Monteur/monteuse de lignes sous tension	40
Technicien/technicienne de véhicules récréatifs	41
Mécanicien/mécanicienne de réfrigération et d'air climatisé	42
Technicien/technicienne en forage (pétrolier et gazier)	43
Couvreur/couvreuse	44
Ferblantier/ferblantière	45
Mécanicien/mécanicienne en protection-incendie	46

Monteur/monteuse d'appareils de chauffage.....	47
Carreleur/carreleuse.....	48
Outilleur-ajusteur/outilleuse-ajusteuse	49
Opérateur/opératrice de grue à tour.....	50
Réparateur/réparatrice de remorques de camions	51
Mécanicien/mécanicienne de camions et transport	52
Soudeur/soudeuse	53
Autre-> AQ10; C150 L1 C50.....	77
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

Q11

If... INDAPRNTS.EQ.1.OR.Q9.EQ.1

APPRENTICE SAMPLE OR LEARNING A TRADE

Avez-vous déjà vu ou lu de l'information sur les subventions ou autres encouragements financiers offerts en vue de terminer une formation d'apprenti?

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

Q11B

If... Q11.EQ.1

THOSE WHO HAVE LOOKED FOR GRANT/INCENTIVE INFORMATION Q11

Où avez-vous trouvé cette information?

Site Web du gouvernement du Canada.....	1
Service Canada/RHDCC précisément	2
Composé le numéro sans frais 1-800 O-Canada.....	3
Une école qui offre des programmes d'apprenti.....	4
Un employeur	5
Un gouvernement provincial	6
Un syndicat.....	7
Autre réponse (préciser)-> AQ11B; C150 L3 C50.....	77
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

Q11C

If... INDAPRNTS.EQ.1.OR.Q9.EQ.1

APPRENTICE SAMPLE OR LEARNING A TRADE

Avez-vous déjà demandé des subventions du gouvernement pour vous être inscrit à un programme d'apprenti?

Oui.....	1
Non.....	2

JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

Q11D

If... Q11C.EQ.1

THOSE WHO APPLIED FOR GRANT (Q11C)

A quel niveau de gouvernement avez-vous déjà demandé des subventions pour vous être inscrit à un programme d'apprenti?

Gouvernement fédéral	1
Gouvernement provincial ou territorial	2
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

Q11E

If... Q11D.EQ.1

THOSE WHO APPLIED FOR FEDERAL GRANT (Q11D)

Vous souvenez-vous du nom de la subvention que vous avez demandée?

Subvention incitative aux apprentis (SIA).....	1
Subvention à l'achèvement de la formation d'apprenti (SAFA)	2
Déduction pour outillage des gens de métier.....	3
Autre (préciser le nom).....	77
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

Q11F

If... Q11E.EQ.1,2

THOSE WHO APPLIED FOR AIG-ACG (Q11E)

Avez-vous reçu de l'argent d'une subvention gouvernementale pour vous être inscrit à un programme d'apprenti?

Oui.....	1
Non.....	2
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

Q11G

If... Q11E.EQ.1,2

THOSE WHO APPLIED FOR AIG-ACG (Q11E)

Quand avez-vous reçu cette subvention?

Date Mois: AMONTHQ11 Années: AYEARQ11	1
JE NE SAIS PAS	98
REFUS DE RÉPONDRE	99

MONTHQ11 [0,1]

Mois où la subvention a été reçue

77-> AMONTHQ11; N2.0 [1-12] 77

YESRQ11 [0,1]

Année où la subvention a été reçue

7777-> AYESRQ11; N4.0 [1950-2011]..... 7777

Q12

If... INDAPRNTS.EQ.1.OR.Q9.EQ.1

APPRENTICE SAMPLE OR LEARNING A TRADE

Qu'est-ce qui vous a incité à commencer un programme d'apprenti/à apprendre un métier?

77-> AQ12; C150 L3 C50..... 77

JE NE SAIS PAS..... 98

REFUS DE RÉPONDRE 99

DEMIN [0,0]

En terminant, j'aimerais vous poser quelques questions à des fins statistiques. Je tiens à vous rappeler que toutes vos réponses vont demeurer entièrement confidentielles.

D1

Laquelle des catégories suivantes décrit le mieux votre situation d'emploi actuelle? Êtes-vous... ?

LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE

Employé(e) à temps plein (au moins 35 heures par semaine) 1

Employé(e) à temps partiel (moins de 35 heures par semaine) 2

Travailleur/travailleuse autonome 3

Étudiant(e) (sans emploi) 4

Sans emploi, mais à la recherche d'un emploi 5

En dehors de la population active (p. ex., sans emploi, mais pas à la recherche d'un emploi; personne au foyer ou parent à temps plein)..... 6

À la retraite 7

EN CONGÉ DE MATERNITÉ/PATERNITÉ..... 9 I

PRESTATAIRE D'UNE PENSION D'INVALIDITÉ..... 10 I

EMPLOYÉ SAISONNIER 11 I

Autre-> AD1; C150 L1 C50..... 77

JE NE SAIS PAS..... 98

REFUS DE RÉPONDRE 99

D2

Quel est le plus haut niveau de scolarité que vous avez atteint jusqu'à maintenant?

LIRE LA LISTE. ACCEPTER UNE SEULE RÉPONSE

École primaire ou moins.....	1
Études secondaires.....	2
Un peu d'études postsecondaires.....	3
Diplôme d'un collège, d'une école technique ou d'une école de métiers.....	4
Diplôme d'études universitaires de premier cycle.....	5
Diplôme d'études universitaires de deuxième ou de troisième cycles.....	6
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D3

En quelle année êtes-vous né(e)? NOTE: INSCRIRE L'ANNÉE AU COMPLET, P. EX., "1977"

INSCRIRE L'ANNÉE-> AD3; N4.0 [1900-1992].....	77
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D4

Est ce qu'il y a des enfants de moins de 18 ans qui vivent dans votre foyer?

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D5

Laquelle des catégories suivantes décrit le mieux le revenu global de votre ménage? C'est-à-dire le revenu de toutes les personnes qui composent votre ménage, avant impôts.

LIRE LA LISTE

Moins de 20 000 \$.....	1
20 000\$ à un peu moins de 40 000\$.....	2
40 000\$ à un peu moins de 60 000\$.....	3
60 000\$ à un peu moins de 80 000\$.....	4
80 000\$ à un peu moins de 100 000\$.....	5
100 000\$ à un peu moins de 150 000\$.....	6
150 000\$ et plus	7
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D6

Étes-vous né(e) au Canada

Oui.....	1
Non.....	2
REFUS	9

PRED7 [0,0]

Ces deux dernières semaines, avez-vous... ?

D7A

Lu un quotidien

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7B

Regardé la télévision

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7C

Écouté la radio

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7D

Utilisé les transports en commun

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7E

Lu un magazine

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7F

Visité une foire ou une exposition

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7G

Utilisé Internet

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

PRED7V2 [0,0]

If... D7G.EQ.1

Ces deux dernières semaines, avez-vous... ?

D7H

If... D7G.EQ.1

Utilisé Internet pour accéder à Facebook?

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7I

If... D7G.EQ.1

Utilisé Internet pour accéder à Youtube?

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7J

If... D7G.EQ.1

Utilisé Internet pour accéder à Twitter?

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

D7K

If... D7G.EQ.1

Utilisé Internet pour accéder à des sites de médias sociaux

Oui.....	1
Non.....	2
JE NE SAIS PAS.....	98
REFUS DE RÉPONDRE	99

THNK

Voilà qui termine notre sondage. Ce sondage a été mené pour le compte de Ressources humaines et Développement des compétences Canada. Dans les prochains mois, le rapport sera disponible auprès de Bibliothèque et Archives Canada. Nous vous sommes très reconnaissants de votre participation. Merci beaucoup.

Fin de l'entrevue

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