

# IS IT A MATCH?

## Combined Analysis of Apprenticeship Job Postings and Advertiser Survey (KASI)

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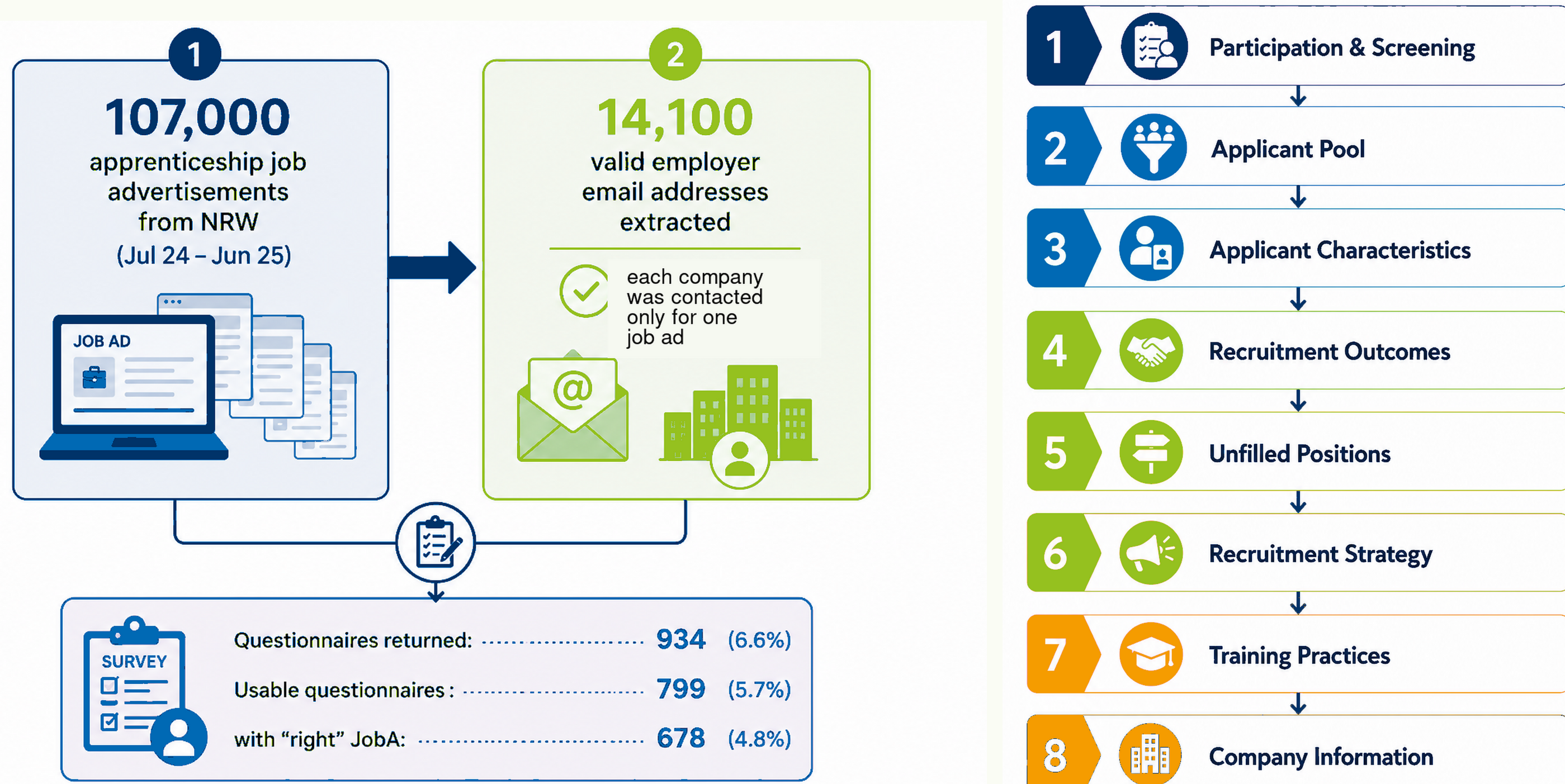
### Background

- **Decline** in the number of apprentices and companies' participation in apprenticeship programs.
- **Mismatch** in the apprenticeship market: In 2015, 10.6% of apprenticeship positions remain unfilled, while 15.1% of young people seeking apprenticeships are unable to find one (cf. Christ et al., 2025).
- **Skills and labour shortages** remain a challenge across many sectors and occupations.

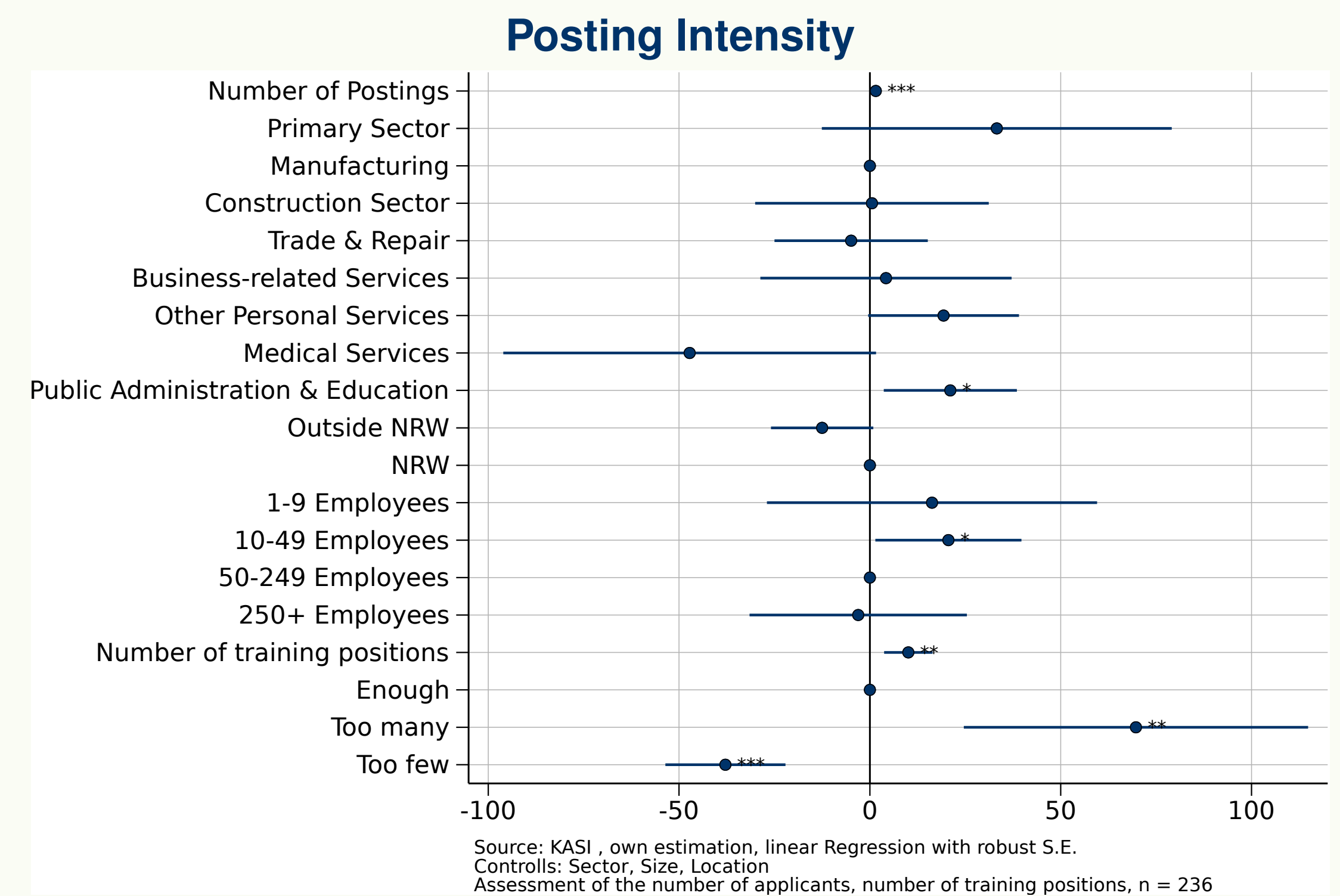
### Research Objectives

- Provide timely data on **mismatch problems** in the apprenticeship market.
- Open the black box of apprenticeship recruitment to identify **barriers and success factors**.
- Combine **survey and process data** to compare job advertisements with actual recruitment outcomes.
- **Assess the feasibility** of using online job advertisements (OJA) for apprenticeships as contact data for employer surveys.

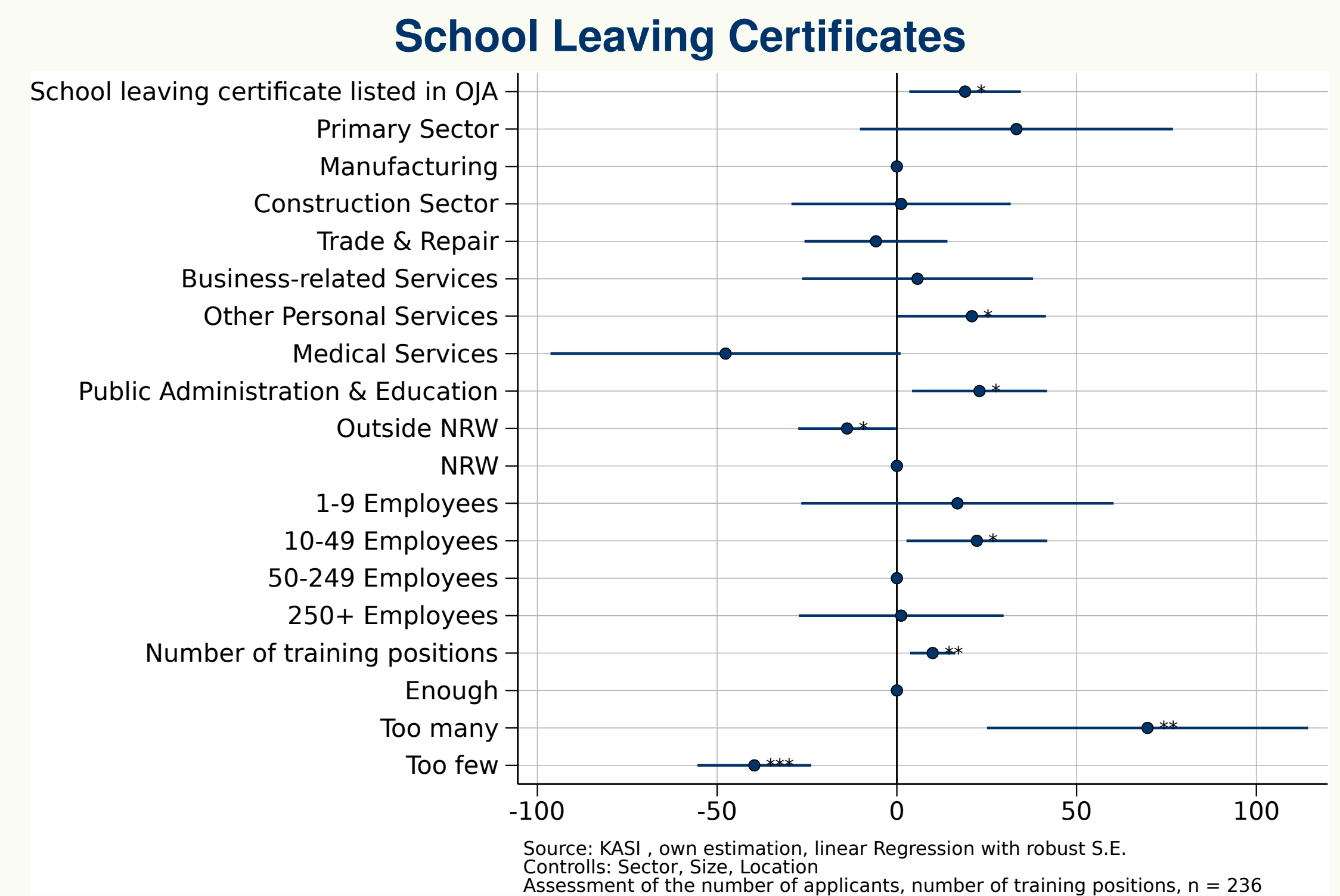
### Pilot Study



### Job Ad Characteristics Influence Applicant Numbers



- The **number of postings**, meaning the number of places a job ad can be found online, has a **positive effect** on the number of applicants.
- Vacancies with one posting received 48 applications on average; with two postings, 91. Additional postings had **no further positive effect**.

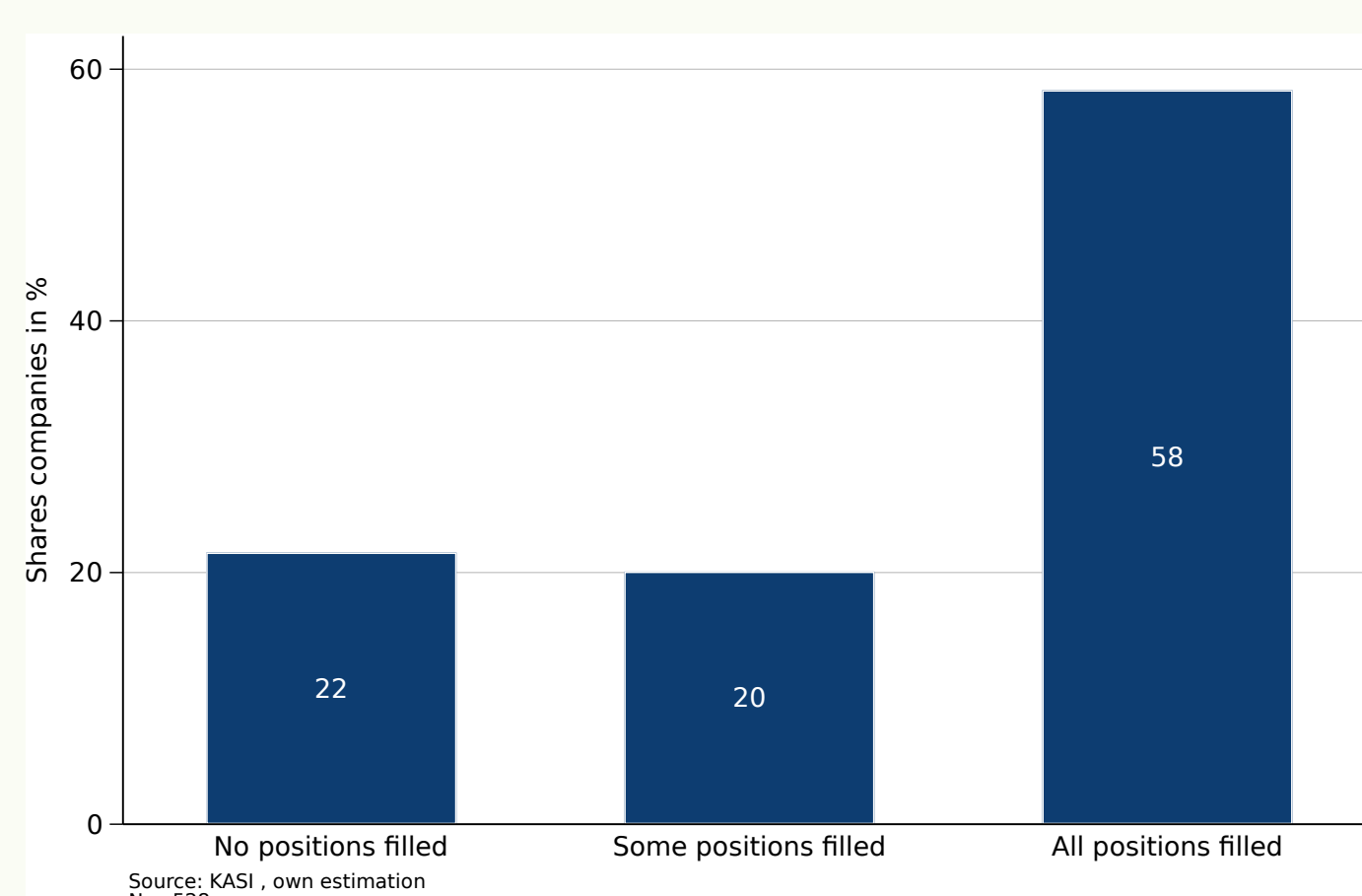


- Mentioning **school leaving certificates** increases the number of applicants.
- This is particularly true for **applicants with a secondary school diploma** (Hauptschulabschluss): naming this certificate in the ad appears to have a motivating effect.

### Analytical Potential from Job Ads

- **Requirements:** school qualifications and applicant traits.
- **Employer descriptions:** benefits and contact details.
- **Language:** gender-sensitive wording, length and diversity.
- **Posting profiles:** frequency, duration and channels.
- Relate ad content to **recruitment outcomes**.

### Recruitment Outcomes



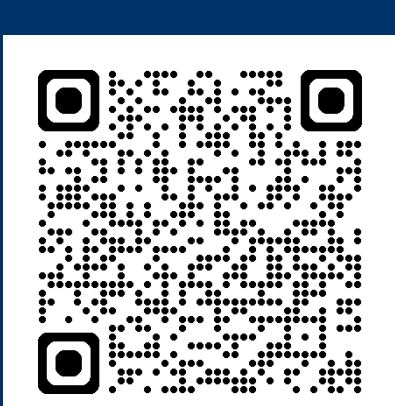
- Around **42% of companies** had at least one **unfilled position**.
- **27%** of all positions **remained unfilled**.
- **Small and medium-sized companies most affected;** companies with 250+ employees had 10% unfilled positions.

### Conclusion

- Job advertisements are a **useful source of information** and contact details.
  - Response rate comparable to other online (CAWI) employer surveys.
  - Potential bias due to non-response and selection effects.
  - A substantial share of firms denied ownership of the vacancy, despite manual validation confirming the match.
  - Unlocking the analytical potential of job advertisements requires higher consent rates for survey–vacancy matching.
- Survey and job advertisement data **can be combined**.
- **Linking both sources** provides insight into the black box of apprenticeship recruitment.
  - Small sample size and low response rate limit the generalizability of the findings.
  - Complex models are problematic due to the sample size.

### Next Steps

- **Germany-wide** rollout from October 2026.
- Focus on application **withdrawals and no-shows**.



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