

# Employer Tracking Survey 2017

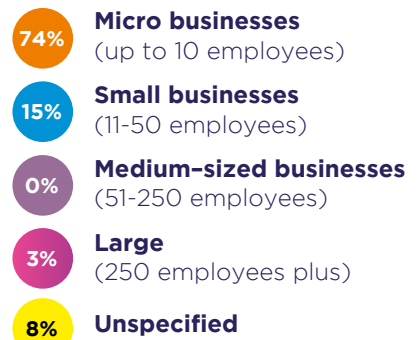
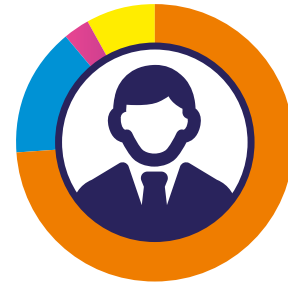


## Introduction

CITB NI's mission is to develop and embed a training culture which will improve the skills and productivity of the Northern Ireland construction industry.

To fulfill this remit, CITB NI provides various products and services to the construction industry in Northern Ireland and needs to be able to demonstrate that it has the approval and support of the industry. It does this through an annual survey consisting of approximately 100 telephone interviews with construction sector employers in Northern Ireland.

### Sample Size



## Findings

### Awareness and Satisfaction with Services

#### Satisfaction with Products and Services

Average awareness of services is 68% - up 3% from 2016.



**Other training courses**  
100%



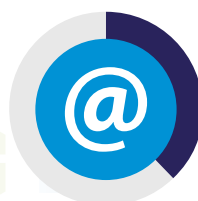
**Tier 1 Grants**  
80%



**Health and safety information and training**  
75%

#### Communications

Once prompted, 83% of respondents could recall having received communication from CITB NI in the past 12 months relating to products and services - up from 54% in 2015. Ways employers heard about CITB NI:



**E-mail**  
38%

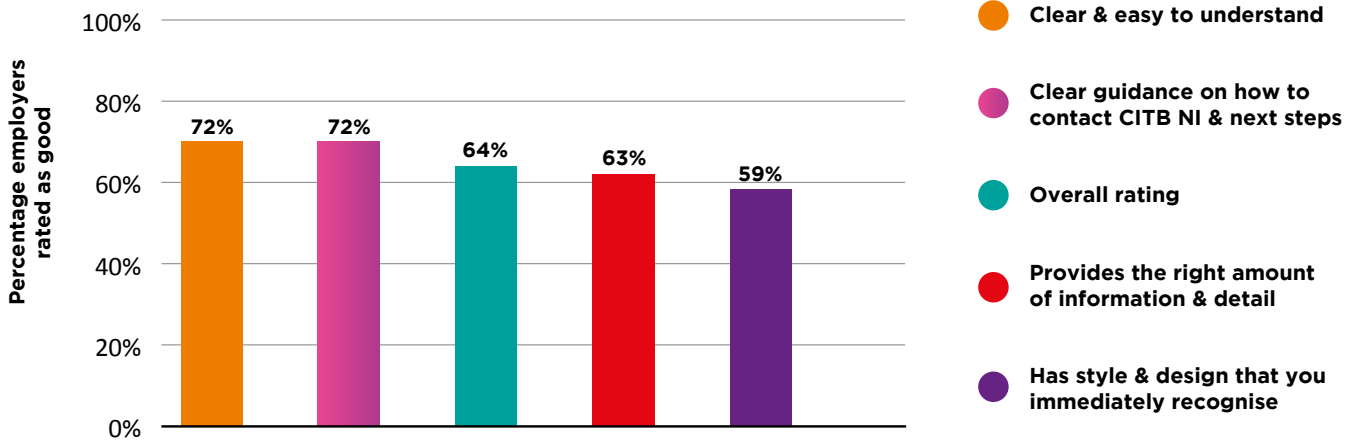


**Text message**  
17%



**Direct Mail**  
9%

## How good is CITB NI's communication?



## Satisfaction with CITB NI's Performance



**Mean Satisfaction Rating (out of 5)**

## Customer Satisfaction

**40%** of respondents satisfied with the overall service CITB NI provides to the industry.

**48%** of respondents are satisfied with the overall service CITB NI has provided to their company in the last 12 months.

## Grants and Levy

**79%** of respondents were aware that in order to claim a grant they had to submit a levy return by 31st August each year.

**51%** of respondents believe that the levy and grant system should continue.

**54%** of respondents feel it is important to maintain the levy and grants system in terms of the impact it has on maintaining the level and quality of training across the construction industry as a whole.

For a copy of the full report go the R&D section of our website [www.citbni.org.uk](http://www.citbni.org.uk).