

Employer Tracking Survey 2018



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



- 86%** **Micro businesses** (2-9 employees)
- 11%** **Small businesses** (10-49 employees)
- 2%** **Medium-sized businesses** (50-249 employees)
- 1%** **Large** (250 employees plus)

Findings

Awareness and Satisfaction with Services

Spontaneous Awareness of Products and Services:



Other training courses
52%



Health and safety information and training
36%



Tier 1 Grants
12%



Management training courses
12%

Satisfaction with Products and Services:

- 100%** Management training courses
- 100%** Tier 1 grants for training
- 100%** Tier 3 specialist training courses (scaffolding, MTU, VET360)
- 85%** Health and safety information and training
- 83%** Other training courses

Communications

Once prompted, 86% of respondents could recall having received written correspondence from CITB NI in the past 12 months relating to products and services. Ways employers heard about CITB NI:



E-mail
37%

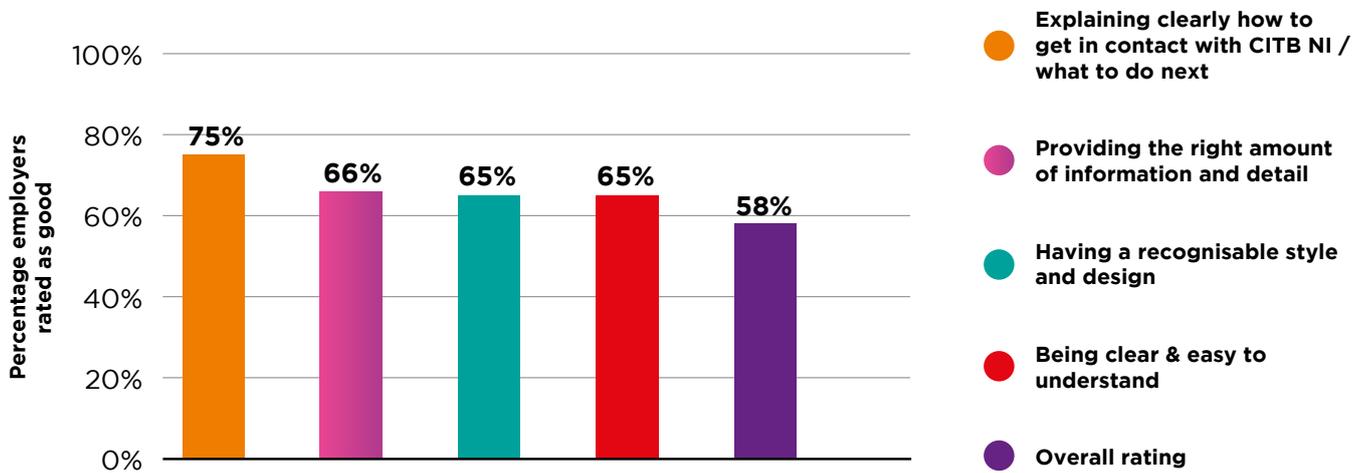


Direct Mail (post)
26%



Text message
13%

How good is CITB NI's communication?

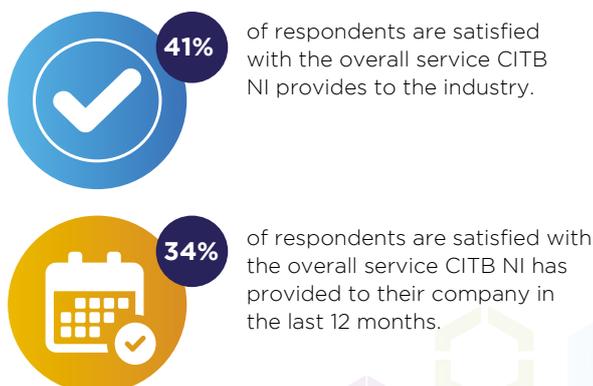


Satisfaction with CITB NI's Performance



Mean Satisfaction Rating (out of 5)

Customer Satisfaction



Grants and Levy



For a copy of the full report go the R&D section of our website www.citbni.org.uk.