

Employer Tracking Survey 2016



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



- 81%** Micro businesses (up to 10 employees)
- 15%** Small businesses (11-50 employees)
- 4%** Medium-sized businesses (51-250 employees)
- 0%** Large (250 employees plus)

Findings

Average awareness of services is 65% - down 4% from 2015. Most widely recognised services:

Satisfaction was at 100% across all services used except training advice which was at 86%.

Awareness of Products and Services



Communications

Two thirds (65%) of respondents have 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:



Direct mail
47%

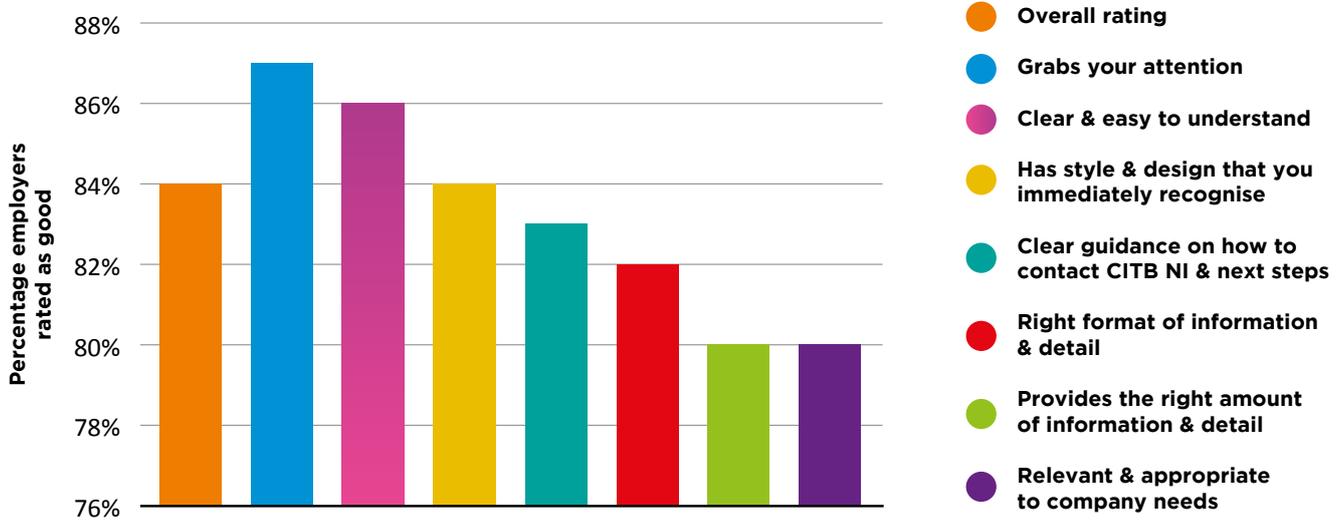


E-mail
53%



Internet
18%

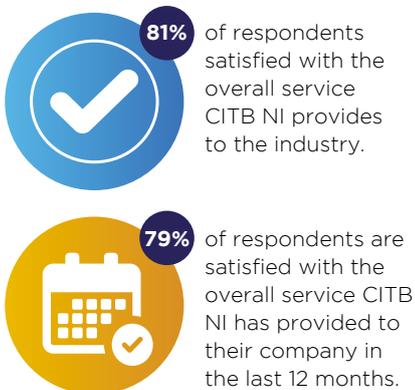
Satisfaction with CITB NI's Communication



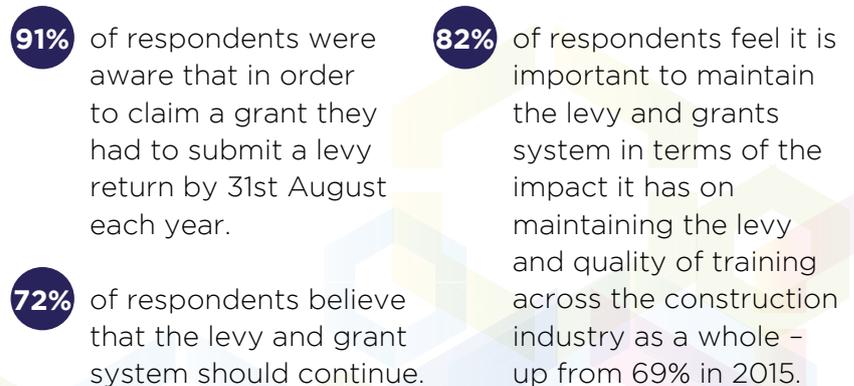
Satisfaction with CITB NI's Performance



Customer Satisfaction



Grants and Levy



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