

# Employer Tracking Survey 2020

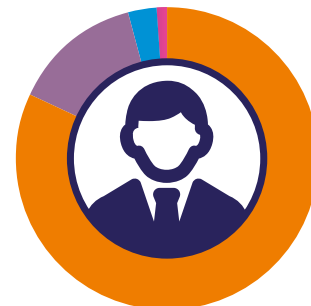


## Introduction

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.

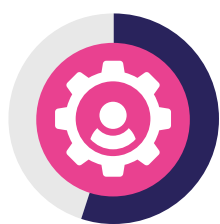
To fulfill this remit, CITB NI provides various products and services to the construction industry in Northern Ireland and needs to be able to demonstrate that it has the approval and support of the industry. It does this through an annual survey consisting of approximately 100 telephone interviews with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

### Sample Size

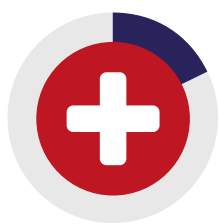


## Findings

### Spontaneous Awareness of Products and Services:



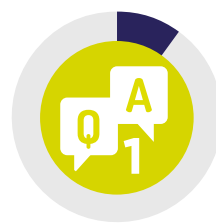
**Other training courses**  
55%



**Health and safety information and training**  
18%



**Apprenticeships e.g. promoting, grants, development of**  
12%



**Tier 1 Grants**  
10%



**Training in partnership**  
6%

### Communications

Once prompted, 76% 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 (spontaneous): 2019 (%)



**E-mail**  
47%

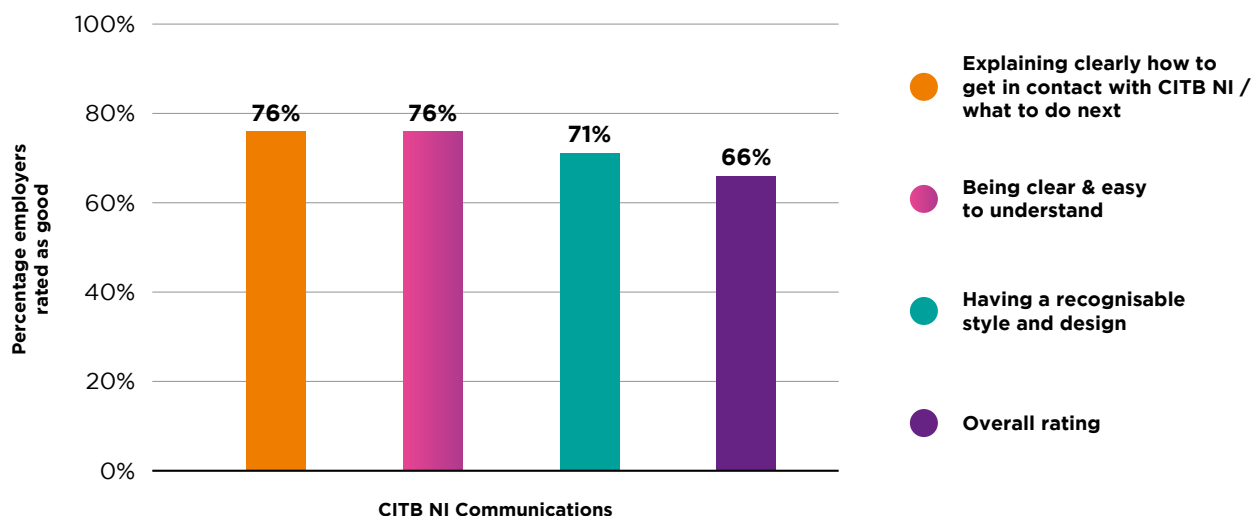


**Direct Mail (post)**  
24%



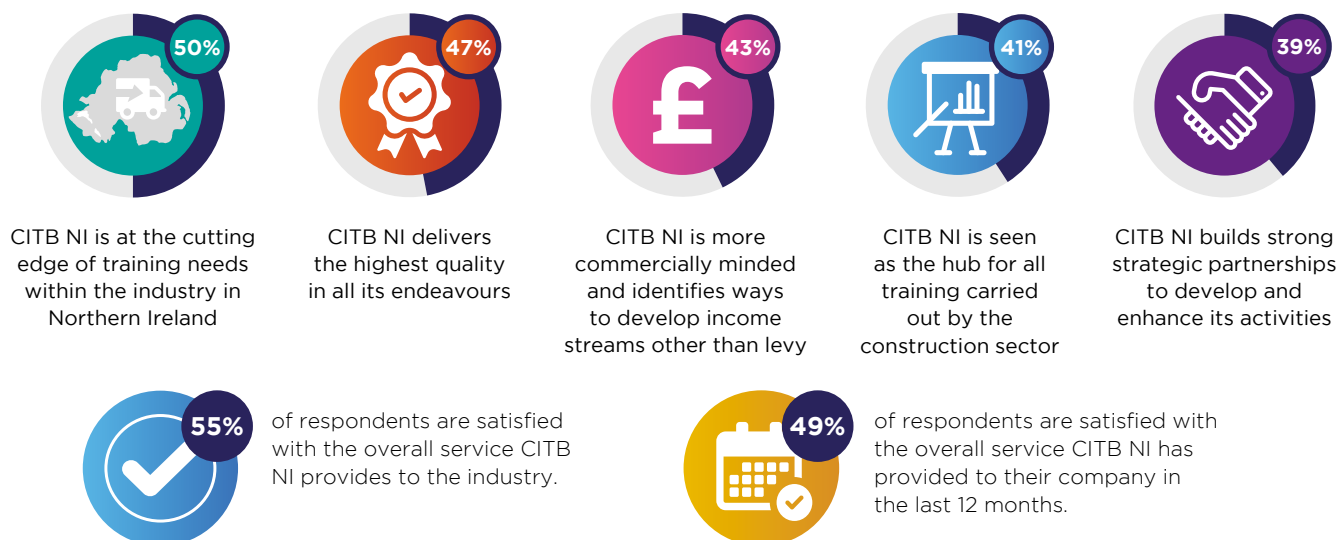
**Online**  
11%

## How good is CITB NI's communication?



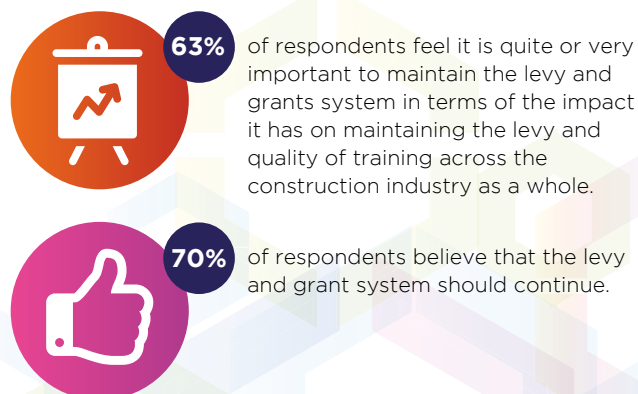
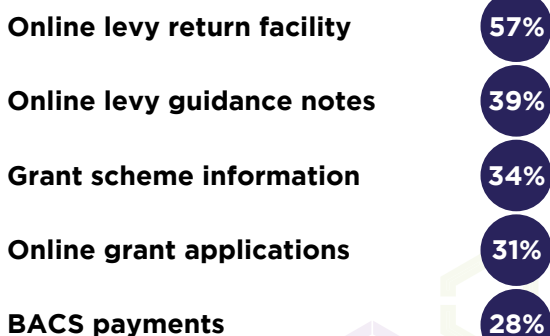
## Satisfaction with CITB NI's Performance

### Level of agreement with statements about CITB NI - 2020 (%)



## Grants and Levy

Employers were asked to rate their satisfaction with levy and grants services used in the last 12 months:



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