# Employer Perspectives Survey 2014 – Information for participants

Interviews are currently underway for the 2014 UK Employer Perspectives Survey. We are talking to employers across all sizes and sectors of the economy until the end of June 2014.

The survey is being conducted by IFF Research on behalf of us (the UK Commission for Employment and Skills) and our partners: the Department for Business Innovation and Skills; the Welsh Assembly Government; the Scottish Government and the Department for Employment and Learning in Northern Ireland (DELNI).

Frequently asked questions:

**Q. What are the aims of the project?**

A. The aim of the project is to gather employer views on the quality and usefulness of skills initiatives and training currently on offer in the UK. This information helps us and the governments of the UK ensure that we are investing in the right areas to help businesses like yours.

**Q. Why do you need to talk to me?**

A. Your co-operation will ensure that the views expressed are representative of all employers in your industry.

**Q. How was I selected?**

A. Your organisation has been selected at random from Experian’s National Business Database.

**Q. What does participation involve?**

A. Participation will involve a telephone interview with an interviewer from IFF Research. On average interviews last around 23 minutes at a time that is convenient for you.

**Q. Why can’t you talk to my head office?**

A. The survey asks about site-specific topics to understand how approaches vary geographically.

**Q. What are you collecting information on?**

A. We collect information on areas including recruitment, work experience, training and staff development and vocational qualifications such as Apprenticeships.

**Q. How does this benefit my organisation?**

A. We hope you will find taking part in the survey a rewarding experience what enables you to reflect on your site’s approach to training and skills issues. The results will be available to view online within a few months of the survey ending. You can also use the data from the survey to benchmark your site against others in your industry and the economy as a whole.

**Q. Will my responses be confidential?**

A. Your replies will be treated in the strictest confidence under the Code of Conduct of the Market Research Society. Responses will not be linked to individual companies or respondents without their prior consent.

**Q. Where can I view results of the previous study?**

A. Results of the previous study in 2012 can be found on the UKCES website <http://www.ukces.org.uk/publications/er64-uk-employer-perspectives-survey-2012> and you can see how we use the survey to help inform our investment decisions in this area of our website <http://www.ukces.org.uk/ourwork/investment>