

# Actsafes Safety Association

## Market Penetration Survey Report

April 3, 2019

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# Objectives & Methodology

# Objectives & Methodology

- WorkSafeBC, in partnership with Actsafe Safety Association, carried out the second survey with employers in BC's Arts and Entertainment sector, following up on initial research conducted in 2016
- The main objectives of the survey were to measure employer awareness of Actsafe Safety Association and identify their needs and preferences for health and safety information and support
- The survey covered the following topics:
  - General perceptions around safety in arts & entertainment
  - Awareness of Actsafe Safety Association
  - Satisfaction with Actsafe Safety Association
  - Usage of and satisfaction with the services, resources, and information provided by Actsafe Safety Association
  - Desired services and communication channels
- The survey was conducted by emailing employers a unique link to participate in the survey and then following up with telephone reminders (as needed)
- Surveying took place from February 4 to 28, 2019
- A total of 158 surveys were obtained from employers falling within Actsafe Safety Association's industry subsectors, including 83 in Accommodation, Food, and Leisure, and 75 in Professional, Scientific, and Technical Service

Year	Employers Contacted (by email and/or phone)	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
2016	1,591	148	11%	±8%
2019	1,748	158	9%	±8%

- The survey sample was weighted by company size<sup>1</sup> to match the actual employer composition for the sector

<sup>1</sup> Company size is based on WorkSafeBC's Estimated 2019 Employer Payroll Size and the categories are defined as follows:

**Very Small:** employers with a calculated 2019 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

**Small:** employers with a calculated 2019 assessable payroll amount greater than or equal to \$150K, but less than \$600K, and/or a base WorkSafeBC assessment rate greater than or equal to \$3K, but less than \$12K.

**Medium:** employers with a calculated 2019 assessable payroll amount greater than or equal to \$600K, but less than \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$12K, but less than \$40K.

**Large:** employers with a calculated 2019 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.

# Executive Summary

# Executive Summary

## **Arts & Entertainment Industry Perceptions of Workplace Health & Safety**

Employers in the arts and entertainment sector remain positive about workplace safety, with just over half (51%) saying it is improving. This is directly in-line with 2016 assessments, when 52% felt it was improving.

Knowing there is an association dedicated to promoting health and safety in the industry strengthens employers' perceptions about change for the better. That is, perceptions of workplace safety improving are higher among employers who know about Actsafe. Among those aware, 66% think health and safety is improving, compared with 39% among those who do not know about Actsafe.

Also consistent with 2016, the main health and safety risks cited by employers in the industry are long or late hours, fatigue and/or sleep deprivation (mentioned by 26%). This year, more employers mention unclean or unsafe conditions (13% do, compared to just 1% in 2016). Employers are now less concerned about work at/falling from heights (7% are concerned compared to 16% in 2016).

## **Awareness and Satisfaction with Actsafe Safety Association**

Awareness of Actsafe Safety Association is stable; about four-in-ten employers know about the association, including 20% who can name it without prompting. This relatively low proportion indicates there is opportunity for increased targeted communications to raise awareness and potential engagement with the association.

# Executive Summary

## **Awareness and Satisfaction with Actsafe Safety Association (cont'd)**

Employers tend to find out about Actsafe Safety Association through one of the Actsafe publications (22%) or word of mouth (19%). Compared to 2016, Actsafe publications have extended their reach, as now slightly more employers are learning about Actsafe via association publications (22% vs. 17% in 2016).

Overall satisfaction among those aware of Actsafe has dipped slightly; currently, 54% of those who know about the association are satisfied, compared with 64% who felt that way in 2016. It is important to note that this does not mean employers are dissatisfied this year; rather, they are more likely to not have an opinion. 28% are neither satisfied nor dissatisfied (vs. 20% in 2016) and 16% don't know (vs. 12% in 2016). Actsafe Safety Association should review any changes in service offerings since 2016 to more specifically diagnose why some employers are less satisfied.

## **Access and Usage of Health & Safety Resources**

Access and usage of Actsafe Safety Association communications remains somewhat low, with three-in-ten employers recalling using/receiving this year (stable compared to 2016). The association may want to explore its the distribution, awareness and communication strategy in order to reach more employers in arts and entertainment.

# Executive Summary

## **Opportunities to Provide Improved Support to Employers**

Employers are still most likely to suggest that Actsafe could support the industry by providing opportunities for education and training. They also mention wanting Actsafe to better promote itself/raise its profile in the industry and be more responsive to inquiries.

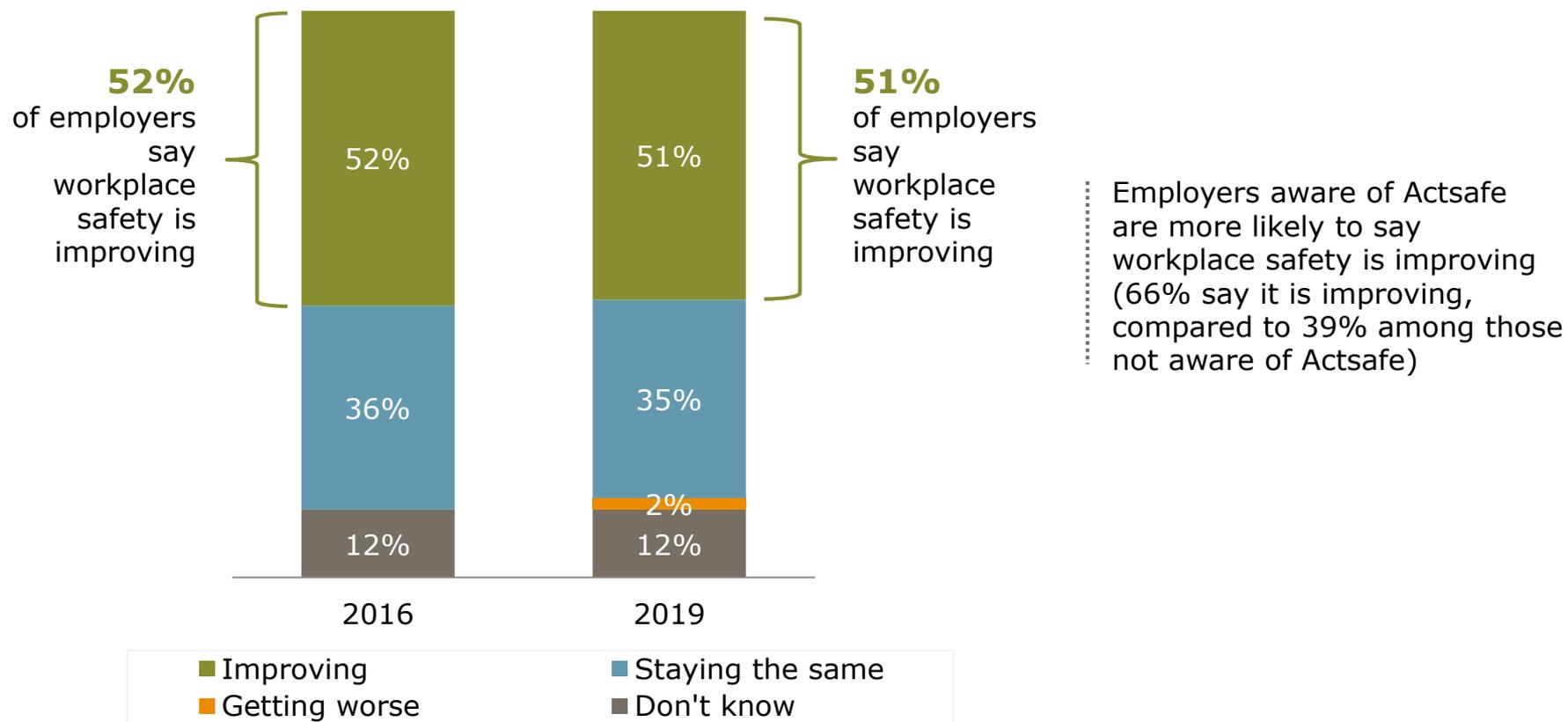
Looking to the future, when given a list of options to choose from, employers prioritize Actsafe Safety Association providing updates & notifications (e.g. health and safety news, regulatory changes), health & safety resources (e.g. booklets, videos, manuals), and online training to improve workplace health and safety.

## **Employer Communication Preferences**

About six-in-ten employers (57%) are interested in receiving services, resources or information to improve workplace health and safety. Employers prefer to receive communication from Actsafe Safety Association via email and the website.

# Summary of Findings

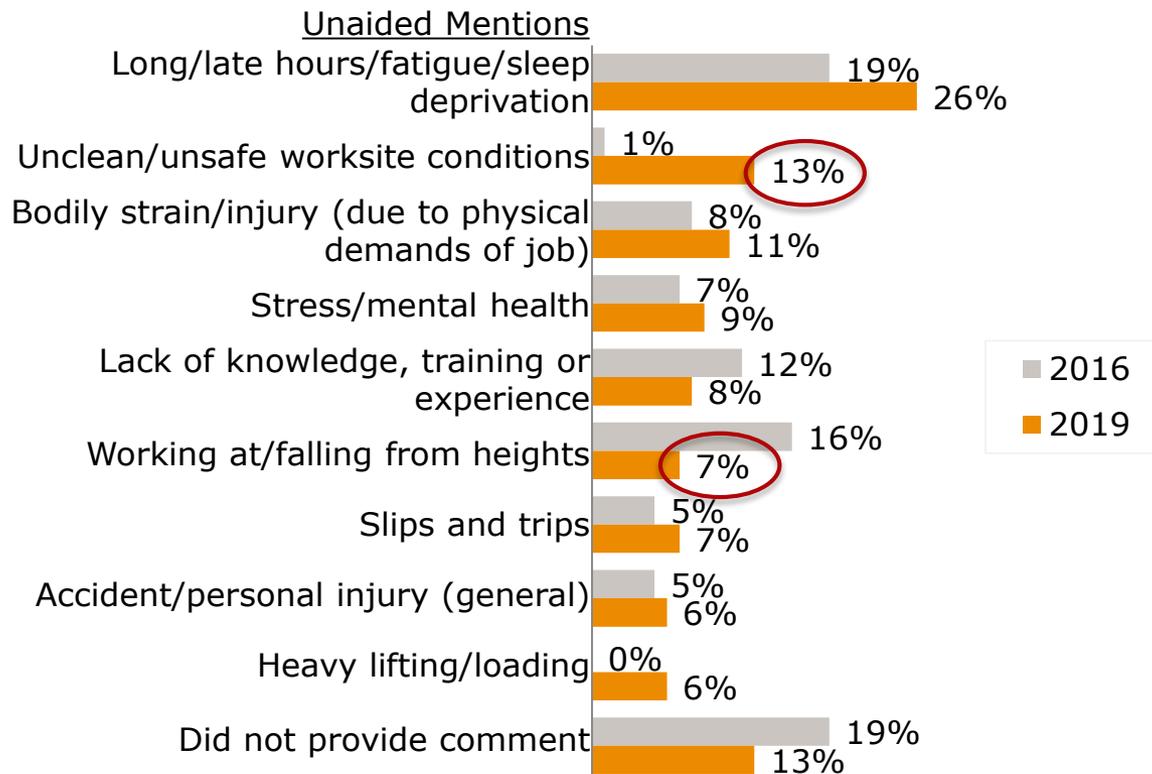
# Arts and entertainment sector employers continue to be positive about workplace safety, with half saying it is improving



Base: All Actsafe Safety Association employers: 2016 (148), 2019 (158)

Q1. Generally speaking, would you say that workplace safety in your industry is...

# Working hours and tiredness remain the top H&S risk, with employers more fearful of unclean or unsafe working conditions. Employers are less concerned about work at/falling from heights



“ Long work day hours with long commutes to job sites over multiple days worked (Multiple 7 day weeks)

Fatigue related accidents

Sets are actually unfinished construction sites

Unsafe and inadequate studio spaces.

Strain injuries from overdancing or oversinging/yelling

Emotional and mental health of everyone

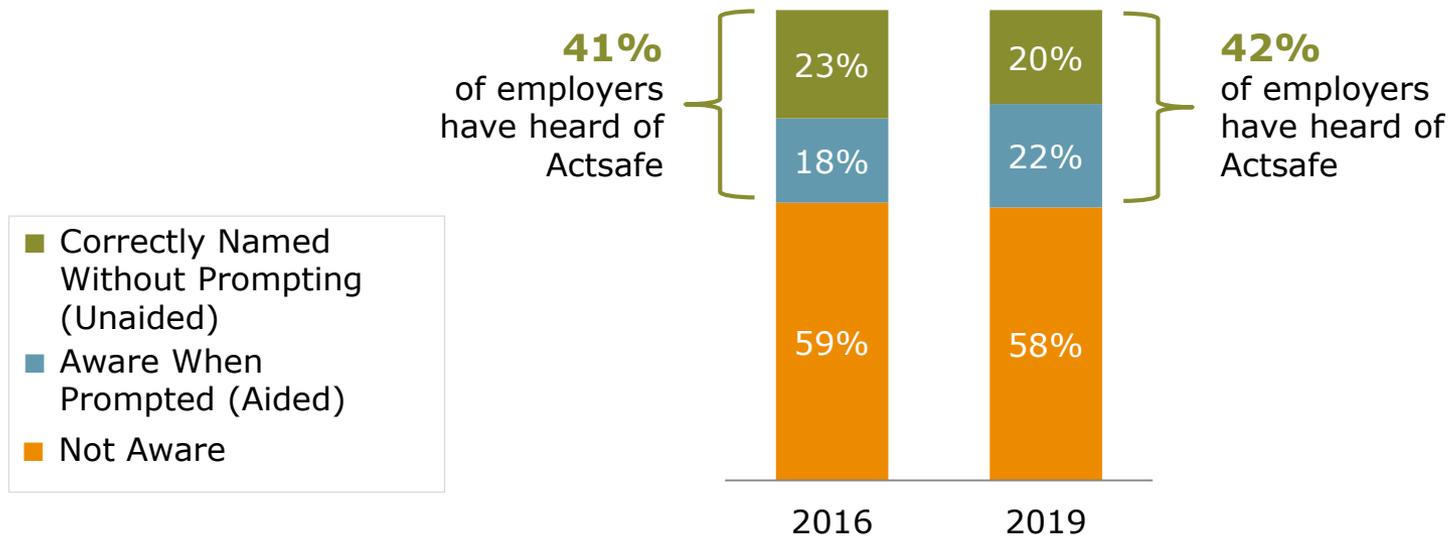
”

Note: Only mentions of 6% or more in 2019 are shown.

Base: All Actsafe Safety Association employers: 2016 (148), 2019 (158)

Q10. In every industry there is some degree of health and safety risk to workers. What do you think are the main health and safety risks in your industry?

# Consistent with 2016, four-in-ten employers in the arts and entertainment sector have heard of Actsafe



- Correctly Named Without Prompting (Unaided)
- Aware When Prompted (Aided)
- Not Aware

Other Health & Safety Organizations Named (Unaided)*	2016	2019
International Alliance of Theatrical Stage Employees (IATSE)	15%	16%
WorkSafeBC/Worker's Compensation Board	11%	7%

\*Note: Only mentions of 7% or more in 2019 are shown

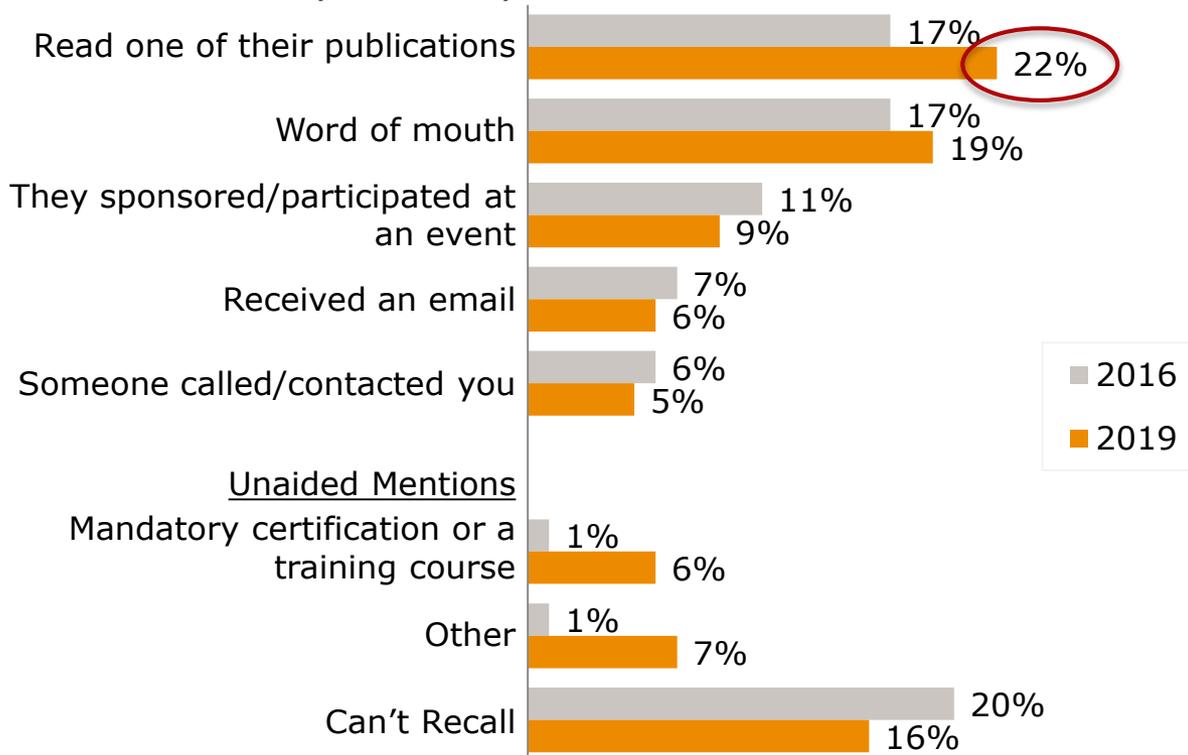
Base: All Actsafe Safety Association employers: 2016 (148), 2019 (158)

Q2. Can you think of any organizations in BC that support or promote workplace health and safety in Arts & Entertainment?

Q3a. Have you heard of Actsafe Safety Association?

# Employers still typically become aware of the association via Actsafe publications or through word of mouth

## Aided Mentions (List Shown)



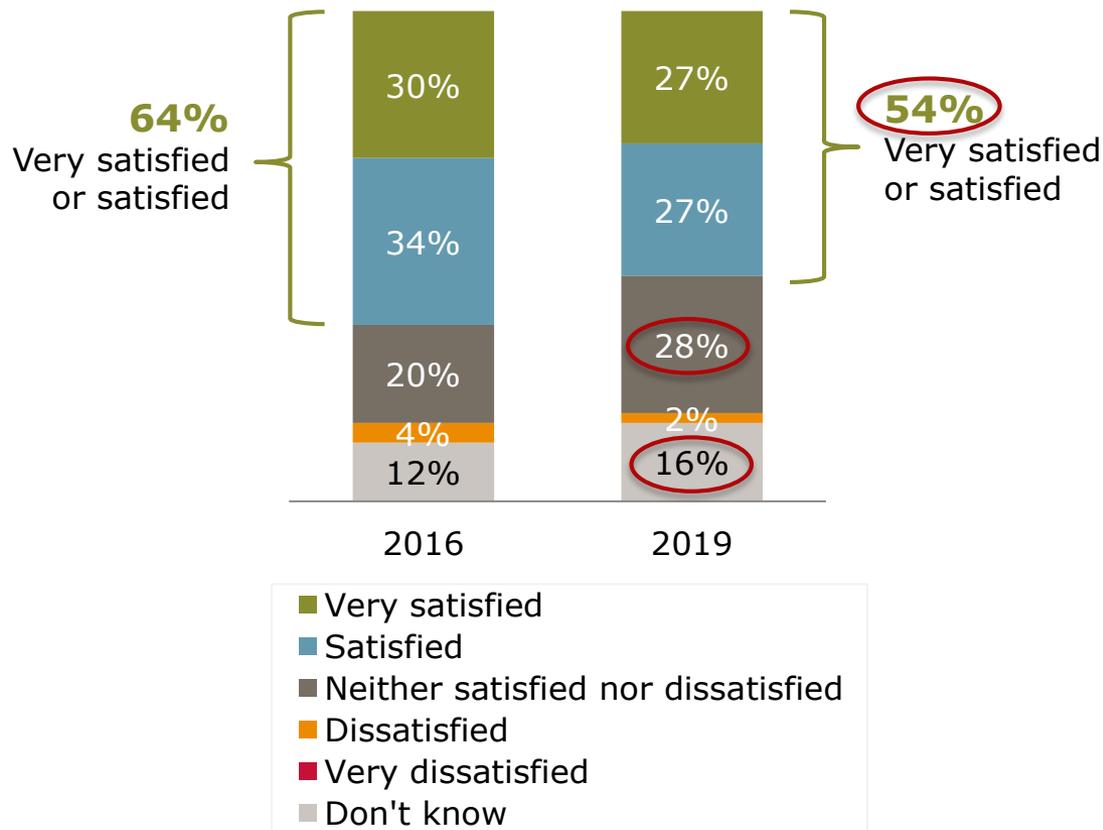
Compared to 2016, the reach of Actsafe publications has increased, with more employers now learning about the association via its publications (22% vs. 17% in 2016)

Note: Only mentions of 5% or more in 2019 are shown

Base: Among those aware of Actsafe Safety Association: 2016 (57), 2019 (67)

Q3b. How did you first hear about Actsafe Safety Association?

# Employers who are aware of Actsafe are much more likely to be undecided about its performance promoting H&S compared to 2016



Compared to 2016, overall satisfaction among those aware is lower (54% are currently satisfied compared to 64% in 2016)

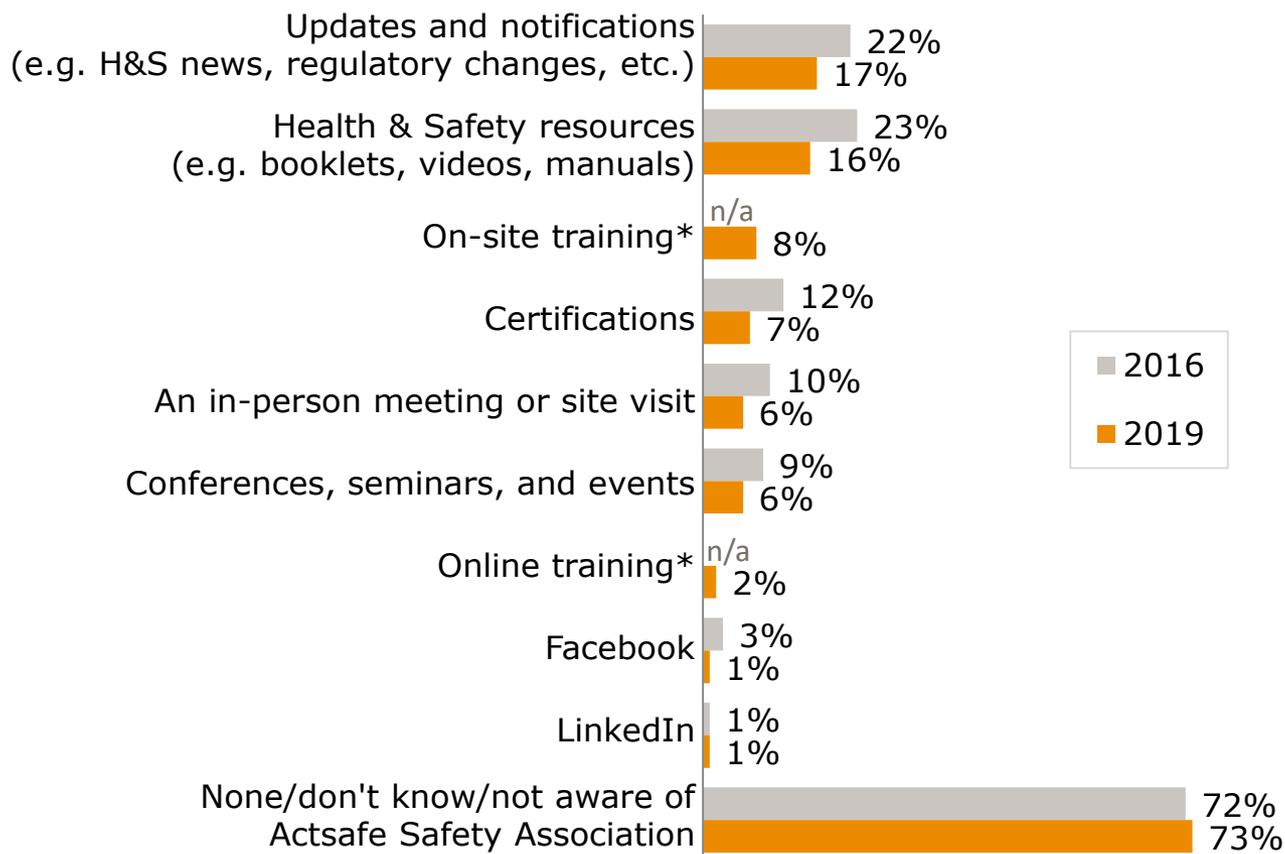
It is important to note that this does not mean employers are dissatisfied this year; rather, they are more likely to not have an opinion. 28% are neither satisfied nor dissatisfied (vs. 20% in 2016) and 16% don't know (vs. 12% in 2016)

Base: Among those aware of Actsafe Safety Association: 2016 (57), 2019 (67)

Q4. Overall, how satisfied are you with what Actsafe Safety Association is doing to promote health and safety in your industry?

# Three-in-ten employers recall receiving/using Actsafe communications; updates/notifications and health & safety resources are the most utilized

## Aided Mentions (List Shown)



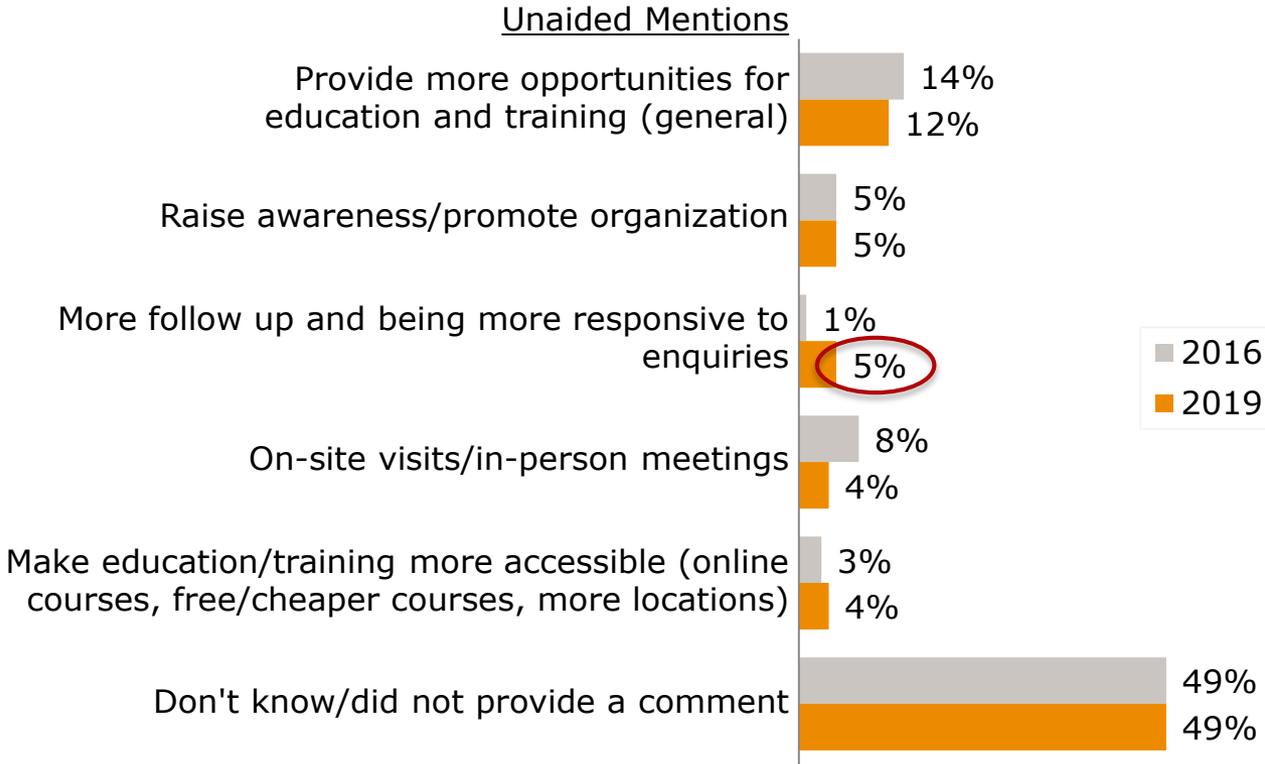
Among employers aware of Actsafe, recall receiving and/or using Actsafe communications rises to six-in-ten employers (62% compared to 68% in 2016)

\*Not asked in 2016

Base: All Actsafe Safety Association employers: 2016 (148), 2019 (158)

Q5. The Actsafe Safety Association offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from Actsafe Safety Association?

# Employers are still most likely to request Actsafe provide opportunities for education and training to support health and safety



“ Easy online workshops / tests for hired crew to do prior to a shoot

Encourage companies to come together to train - all the companies use all the same crew, but by making it the responsibility of individual companies, crew may be left out of training due to costs

Actively reach out to those in the industry about the services they offer/what they can support

Information sessions of workshops



Note: Only responses of 4% or more in 2019 are shown  
 Base: All Actsafe Safety Association employers: 2016 (148), 2019 (158)

Q7. In what ways could Actsafe Safety Association better serve or support your company and industry to improve health and safety in your workplace?/The Actsafe Safety Association is the health and safety association for the Arts & Entertainment industry in BC. With this in mind, in what ways could Actsafe Safety Association serve or support your company and industry to improve health and safety in your workplace?

# When looking ahead, employers indicate Actsafe should focus on providing updates & notifications, H&S resources and online training to help improve workplace health and safety

	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
<b>Aided Mentions (List Shown)</b>								
Updates & notifications (e.g. H&S news, regulatory changes)	48	48	16	20	20	15	12	13
Health & Safety Resources (e.g. booklets, videos, manuals)	51	47	28	15	9	19	14	13
Online training*	n/a	35	n/a	13	n/a	11	n/a	11
On-site training*	n/a	25	n/a	11	n/a	8	n/a	6
An in-person meeting or site visit	25	23	8	7	4	8	13	8
Conferences, seminars, and events	24	23	4	6	11	7	9	10
Certifications	19	22	4	10	8	6	7	6
Other	4	4	3	2	1	1	0	1
Don't know	20	16	20	16	n/a		n/a	

\*Not asked in 2016. Note: Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred.

Base: All Actsafe Safety Association employers: 2016 (148), 2019 (157)

Q8. Looking ahead, what kinds of services, resources, or information from Actsafe Safety Association would most help you improve health and safety in your workplace?

# The top choices for communication from Actsafe continue to be email and the website

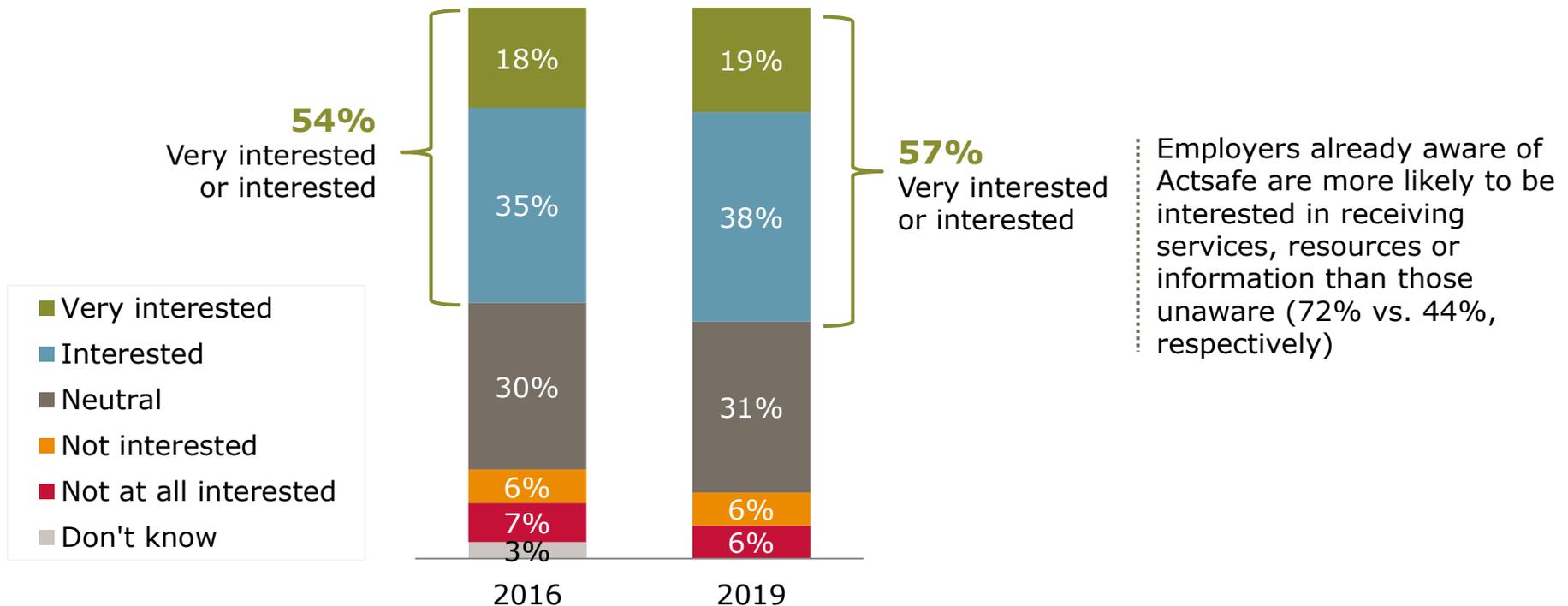
	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
<b>Aided Mentions (List Shown)</b>								
Group emails (i.e. e-newsletter)	62	62	38	35	14	19	10	8
Personal/direct emails	64	54	31	33	18	16	15	5
On the Actsafe Safety Association website	40	39	5	7	22	16	13	16
By mail	26	23	5	6	11	9	10	8
Facebook	12	16	1	2	4	4	7	10
In-person	13	13	5	6	3	1	5	6
YouTube*	n/a	9	n/a	1	n/a	4	n/a	4
By phone	5	5	2	0	1	2	2	3
Twitter	2	3	1	0	0	2	1	1
Instagram*	n/a	3	n/a	1	n/a	1	n/a	1
LinkedIn	6	2	0	0	5	1	1	1
Other	0	1	0	0	0	0	0	1
No preference	12	9	12	9	n/a		n/a	

\*Not asked in 2016. Note: Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred.

Base: All Actsafe Safety Association employers: 2016 (148), 2019 (158)

Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, H&S news, regulatory changes) from Actsafe Safety Association?

# Consistent with 2016, broadly half of employers are interested in receiving services, resources or information to improve workplace health and safety



Base: All Actsafe Safety Association employers: 2016 (148), 2019 (158)

Q9b. Generally speaking, how interested are you in receiving services, resources, or information to improve health and safety in your workplace?

Appendix

# Employer Profile

	Total		Very Small		Small		Medium		Large	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
(base)	(148)	(158)	(111)	(122)	(29*)	(31)	(4*)	(2*)	(4*)	(1*)
<b>Number of Employees in BC</b>										
None/No employees	9	13	13	16	0	3	0	0	0	0
1-3 employees	49	42	60	49	26	16	0	0	25	0
4-19 employees	21	28	14	23	37	55	59	0	25	0
20-99 employees	15	11	8	8	29	13	41	100	25	0
100+ employees	6	6	5	4	8	13	0	0	25	100
<b>Subsector</b>										
7610 Accommodation, Food, & Leisure Services	40	52	39	53	54	52	61	50	0	100
7630 Professional, Scientific, and Technical Services	60	48	61	47	46	48	39	50	100	0

Note: All data has been weighted by the estimated employer payroll size to match the target population.

\*Caution: small base size.

# Employer Profile

	Total		Very Small		Small		Medium		Large	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
(base)	(148)	(158)	(111)	(122)	(29*)	(31)	(4*)	(2*)	(4*)	(1*)
<b>Role in Company</b>										
<u>Aided List</u>										
Business owner	55	57	68	62	42	43	0	0	0	0
Senior executive	13	12	9	13	13	6	59	0	0	100
Manager	8	8	6	7	13	10	20	50	0	0
Supervisor	5	3	5	2	11	3	0	0	0	0
Staff member	3	4	2	2	3	10	0	50	25	0
Dedicated health and safety position	1	0	0	0	0	0	0	0	25	0
Bookkeeper/accountant	9	7	4	5	11	19	20	0	50	0
<u>Unaided Mentions</u>										
Director	2	3	2	4	5	0	0	0	0	0
Office Manager/Admin	0	2	0	2	0	3	0	0	0	0
All of the above	0	1	0	0	0	3	0	0	0	0
Board member	1	0	1	0	0	0	0	0	0	0
Contracted	0	1	0	1	0	0	0	0	0	0
Other	3	2	4	2	4	3	0	0	0	0

Note: All data has been weighted by the estimated employer payroll size to match the target population.

\*Caution: small base size.

## Email Invitation

Subject: WorkSafeBC would like to hear from you!

From: WorkSafeBC & Sentis Research



## Share Your Feedback

**We are conducting a research study about health and safety in your industry.** If you are the person responsible for health and safety in your [company IF BCMSA CONTACT SUBSTITUTE organization] or the owner/operator of your company, we would really like to hear from you! (If not, then please forward this email to the right person – thank you!)

The survey is quick and easy. We've enlisted Sentis Research to conduct the survey and keep all responses confidential. Only aggregated results will be shared with WorkSafeBC and industry member health and safety associations.

Please answer the question below to get started. Don't have much to say on the topic? That's okay. We still want to hear from you. You can begin the survey by clicking the start survey button below.

Generally speaking, would you say that **workplace safety in your industry is...**

<input type="radio"/> Improving
<input type="radio"/> Staying the same
<input type="radio"/> Getting worse
<input type="radio"/> Unable to rate

[Start Survey](#)

We really appreciate your feedback. If you wish to verify this research, please contact Tracy Klass, Manager, Market Research at WorkSafeBC at [tracy.klass@worksafebc.ca](mailto:tracy.klass@worksafebc.ca) or 604-279-7572

Regards,  
WorkSafeBC & Sentis Research

Having trouble? Copy and paste the link below into your web browser: [\[SURVEY URL\]](#)  
You can also email us at [worksafebc@sentis.ca](mailto:worksafebc@sentis.ca)

**About this Survey:** WorkSafeBC has enlisted an independent research firm, Sentis Market Research, to conduct this survey. Your participation is completely voluntary. All responses will be kept confidential by Sentis; though, if you include personal information in your responses, you will be considered to have consented to that personal information being collected and used by WorkSafeBC for the purpose of this survey.

[Privacy Policy](#)  
[Unsubscribe](#)



**Sentis Market Research Inc.**  
6th Floor, 543 Granville Street  
Vancouver, BC, V6C 1X8  
[sentisresearch.com](http://sentisresearch.com)

**1<sup>st</sup> Email Reminder**

Subject: WorkSafeBC would like your feedback

From: WorkSafeBC & Sentis Research

**Share Your Feedback**

There is still time to participate in WorkSafeBC's health and safety survey!

Please complete the survey by **Friday, February 22<sup>nd</sup>**.

**If you started the survey but didn't finish it, you can pick up right where you left off.**

**Start / Continue Survey**

*If you're not the person responsible for health and safety in your [company/organization] [, or the owner/operator of your company], then please forward this email to the right person – thank you!*

**It's really easy and should only take about 7 minutes.**

Don't have much to say on the topic? That's okay. We still want to hear from you

We've enlisted Sentis Research to conduct the survey and keep all responses confidential. Only aggregated results will be shared with WorkSafeBC and industry member health and safety associations.

Regards,  
WorkSafeBC & Sentis Research

Having trouble? Copy and paste the link below into your web browser: [SURVEY URL]

You can also email us at [worksafebc@sentis.ca](mailto:worksafebc@sentis.ca)

**About this Survey:** WorkSafeBC has enlisted an independent research firm, Sentis Market Research, to conduct this survey. Your participation is completely voluntary. All responses will be kept confidential by Sentis; though, if you include personal information in your responses, you will be considered to have consented to that personal information being collected and used by WorkSafeBC for the purpose of this survey.

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Vancouver, BC, V6C 1X8  
[sentisresearch.com](http://sentisresearch.com)

**2<sup>nd</sup> Email Reminder**

Subject: Deadline Extension: please complete by Feb 28

From: WorkSafeBC & Sentis Research

**Share Your Feedback**

There is still time to participate in WorkSafeBC's health and safety survey!

The deadline has been extended to **Thursday, February 28<sup>th</sup>**.

**If you started the survey but didn't finish it, you can pick up right where you left off.**

**Start / Continue Survey**

*If you're not the person responsible for health and safety in your [company/organization] [, or the owner/operator of your company], then please forward this email to the right person – thank you!*

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Vancouver, BC, V6C 1X8  
[sentisresearch.com](http://sentisresearch.com)

**Welcome to the WorkSafeBC Industry Survey**

The survey will take about 5 minutes and all responses will be kept confidential.

If you have any questions or problems with the survey, please email us at [worksafebc@sentis.ca](mailto:worksafebc@sentis.ca)

PROGRAMMING NOTE: THE FIRST SURVEY QUESTION IS ALSO EMBEDDED IN THE EMAIL; ONCE ANSWERED THE RESPONDENT IS BROUGHT DIRECTLY INTO THE SURVEY AT Q2. THE RESPONDENT CAN ALSO ENTER THE SURVEY BY CLICKING THE LINK ON THE EMAIL AND THAT WILL BRING THEM TO Q1. IF A RESPONDENT LEAVES THE SURVEY MID-WAY THEY ARE ABLE TO RE-ACCESS LATER WHERE THEY LEFT OFF.

Q1. [single choice]

Generally speaking, would you say that **workplace safety in your industry** is...

- 3. Improving
- 2. Staying the same
- 1. Getting worse
- 98. Don't know

Q2. [open end]

Can you think of any organizations in BC that support or promote workplace health and safety [in/for INSERT NAME OF SECTOR]?

*Please list up to three.*

*POP UP IF LEFT BLANK: If you can't think of any please type "don't know" in the first box.*


SKIP Q3a IF ALREADY MENTIONED IN Q2. IF HSA IS MISPELLED RESPONDENT WILL BE ASKED Q3a.

Q3a. [single choice]

Have you heard of **[INSERT HSA]**?

1. Yes
2. No – SKIP TO Q7

Q3b. [single choice]

How did you first hear about **[INSERT HSA]**?

RANDOMIZE

1. Advertisement → POP UP AND RAOMIZE OPTIONS: Q3c. What kind of advertising first made you aware? [single choice]
  1. Radio
  2. YouTube
  3. Facebook
  4. Instagram
  5. Twitter
  6. LinkedIn
  7. TV
  8. Media/news article
  96. Other (please specify)
2. Read one of their publications
3. Word of mouth
4. Someone called/contacted you
5. Received an email
6. They sponsored/participated at an event
96. Other (please specify)
98. Can't recall

Q4. [single choice]

Overall, how satisfied are you with what **[INSERT HSA]** is doing to promote health and safety in your industry?

5. Very satisfied
4. Satisfied
3. Neither satisfied nor dissatisfied
2. Dissatisfied
1. Very dissatisfied
98. Don't know

Q5. [multi choice]

The **[INSERT HSA]** offers various services, resources, and information on health and safety.

Which of these services, resources or information has **your [IF HSA <> 12 "company", else "organization"] used or received** from **[INSERT HSA]**?

**SHOW AS ORDERED FOR HALF SAMPLE, SHOW IN REVERSE ORDER FOR OTHER HALF OF SAMPLE**

*Please check all that apply.*

- a. Health & safety resources (e.g. booklets, videos, manuals)
- b. Updates and notifications (e.g. health & safety news, regulatory changes, newsletter, etc.)
- c. On-site training
- d. Online training
- e. Certification [IF SELECTED, POP UP MULTI LINE TEXT BOX "Specify which certification(s):"]  
> **TEXT REQUIRED IN FIRST OF 3 TEXT BOXES ONLY. SEMI MANDATORY.**
- f. Conferences, seminars and events
- g. An in-person meeting or site visit (includes consultation services)
- h. LinkedIn
- i. Twitter
- j. Facebook
- k. Instagram
- l. YouTube
- 96. Anything else? \_\_\_\_\_ [ANCHOR AT BOTTOM]
- 98. None/don't know [ANCHOR AT BOTTOM]

POP UP FOR EACH ITEM SELECTED

Q6a-96. [single choice]

How would you rate **[INSERT EACH ITEM USED IN Q5]** on meeting your needs?

- a. the health & Safety resources (e.g. booklets, videos, manuals)
- b. the updates and notifications (e.g. health & safety news, regulatory changes, newsletter, etc)
- c. the on-site training
- d. the online training
- e. the certifications
- f. the conferences, seminars and events
- g. the in-person meetings or site visits (includes consultation services)
- h. their updates on LinkedIn
- i. their tweets on Twitter
- j. their posts on Facebook
- k. their posts on Instagram
- l. their posts on YouTube
- 96. INSERT OTHER ("Anything else") FROM Q5

SCALE:

Very Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Very Dissatisfied	Don't know
----------------	-----------	------------------------------------	--------------	-------------------	------------

Q7. [open end]

IF Q3A=1: In what ways could **[INSERT HSA]** better serve or support your [IF HSA <> 12 "company", else "organization"] and industry to improve health and safety in your workplace?

IF Q3A=2: **[INSERT HSA]** is the health and safety association for [INSERT SECTOR NAME] in BC.

With this in mind, in what ways could **[INSERT HSA]** serve or support your [IF HSA <> 12 "company", else "organization"] and industry to improve health and safety in your workplace?

*Please provide up to three suggestions.*

*PROMPT IF LEFT BLANK: You missed this question. If you are unable to provide feedback, please click 'Next' to continue.*

ALLOW 4 LINES FOR EACH BOX.

Q8. [multi choice; drag and drop, maximum of 3]

Looking ahead, what kinds of services, resources, or information from **[INSERT HSA]** would most help you improve health and safety in your workplace?

*Please rank up to three items by dragging them over to the right.*

Ranking  
(#1, #2, #3)

RANDOMIZE

1. Health & safety resources (e.g., booklets, videos, manuals)
2. Updates and notifications (e.g., health & safety news, regulatory changes, newsletter, etc.)
3. On-site training
4. Online training
5. Certifications
6. Conferences, seminars and events
7. An in-person meeting or site visit (includes consultation services)
8. Anything else? (please drag over and specify)
98. Don't know [EXCLUSIVE]

ASK ALL Q9

Q9. [multi choice; drag and drop]

**SHOW AS ORDERED FOR HALF SAMPLE, SHOW IN REVERSE ORDER FOR OTHER HALF OF SAMPLE**

How would you generally prefer to receive information (e.g., updates on new services and resources, health & safety news, regulatory changes) from **[INSERT HSA]**?

*Please rank up to three items by dragging them over to the right.*

Ranking  
(#1, #2, #3)

- 1. In-person
- 2. Personal/direct emails
- 3. Group e-mails (i.e., an e-newsletter subscription)
- 4. By phone
- 5. By mail
- 6. On the [INSERT HSA] website
- 7. LinkedIn
- 8. Twitter
- 9. Facebook
- 10. Instagram
- 11. YouTube
- 96. Other (please specify)
- 99. No preference [ANCHOR AT BOTTOM]

Q9b. [single choice]

Generally speaking, how interested are you in receiving services, resources or information to improve health and safety in your workplace?

- 5. Very interested
- 4. Interested
- 3. Neutral
- 2. Not interested
- 1. Not at all interested
- 98. Don't know

Q10. [open end]

In every industry there is some degree of health and safety risk to workers. What do you think are the main health and safety risks in your industry?

*Please list up to three.*

*PROMPT IF LEFT BLANK: You missed this question. If you are unable to provide feedback, please click 'Next' to continue.*

Q11a: [open end, numbers only, no maximum or minimum]

And for classification purposes...

Approximately how many workers does your company employ in BC?

\_\_\_ (number of workers in BC)

Q11b. [single choice]

Which of the following best describes your role in your organization?

1. Business owner
2. Senior executive
3. Manager
4. Supervisor
5. Staff member
6. [IF HSA=10, "Driver"]
7. Dedicated health and safety position
8. Bookkeeper/accountant
96. Other (please specify)

Q12. [single choice]

Does your [company IF BCMSA CONTACT SUBSTITUTE organization] look after the bookkeeping or accounting for other businesses, including managing WorkSafeBC premium payments on their behalf?

1. Yes (we are an accounting/bookkeeping firm)
2. No

**Those are all out questions.  
Please click submit to complete your survey.**

**Thank you very much for your feedback. Your survey has been submitted.**