

SafetyDriven - Trucking Safety Council of BC

Market Penetration Survey Report

April 25, 2019

Contents

03	Objectives & Methodology
05	Executive Summary
09	Summary of Findings
20	Appendix

Objectives & Methodology

Objectives & Methodology

- WorkSafeBC, in partnership with SafetyDriven – Trucking Safety Council of BC, carried out the second survey with employers in BC’s trucking or moving and storage sectors, following up initial research conducted in 2016
- The main objectives of the survey are to measure employer awareness of SafetyDriven and identify their needs and preferences for health and safety information and support
- The survey covered the following topics:
 - General perceptions around safety in trucking or moving and storage
 - Awareness of SafetyDriven
 - Satisfaction with SafetyDriven
 - Usage of and satisfaction with the services, resources, and information provided by SafetyDriven
 - 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 302 surveys were obtained from employers falling within SafetyDriven’s industry
- The survey sample was weighted by company size¹ to match the actual employer composition for the sector

Year	Employers Contacted (by email)	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
2016	4,396	262	6%	±6%
2019	5,022	302	6%	±6%

¹ 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

Trucking or Moving and Storage Industry Perceptions of Workplace Health & Safety

Employers in the trucking or moving and storage sector are generally positive about workplace safety, with four-in-ten (41%) saying it is improving. Another 35% think it is staying the same. These assessments are stable compared to last wave.

Also in-line with 2016, the main health and safety risk cited by employers in the industry is driving, accidents or poor road conditions (40% mentioning). Rounding out the top three risks this wave are lack of knowledge, training or experience (24%, which is much higher than the 13% who mentioned it last wave) and long or late hours, fatigue or sleep deprivation (17%, consistent with 2016).

When it comes to industry risks, this wave fewer employers mention inattention, apathy, carelessness or neglect (6% do vs. 12% in 2016).

Awareness and Satisfaction with SafetyDriven

Awareness of SafetyDriven held stable since last wave; broadly one-in-three employers in trucking or moving and storage (36%) are aware of the association. However, only 3% can name the association without prompting, indicating there is opportunity for SafetyDriven to increase its profile in the industry to make it top of mind.

Employers remain most likely to find out about the association via word of mouth, also indicating there is an opportunity for the association to play a more proactive role in raising its profile. That said, advertising efforts are moving in the right direction, with more employers discovering the association through advertising this wave (18% vs. 8% in 2016).

Executive Summary

Awareness and Satisfaction with SafetyDriven (cont'd)

Overall satisfaction among employers aware of SafetyDriven stands at 50%, consistent with 2016 levels. Positively, more employers report being very satisfied this wave (14% do vs. 8% in 2016) and dissatisfaction has also declined from 14% to just 4%.

Access and Usage of Health & Safety Resources

Given the somewhat low levels of awareness, it follows that only a small proportion of employers have accessed or used SafetyDriven resources. This wave, one-in-five (19%) report doing so, which is the same level reported in 2016. Among employers aware of the association, access and usage is considerably higher, coming in at 53%. Overall, updates and notifications (e.g. H&S news, regulatory changes, etc.) are the most commonly accessed / used (8% among all employers in trucking or moving and storage). SafetyDriven may wish to consider using targeted communications to raise the association's profile and drive overall awareness further within the industry.

Opportunities to Provide Improved Support to Employers

Employers are still most likely to suggest that SafetyDriven could support the industry by expanding the range of education and training opportunities. It is worth noting that this wave, fewer employers request enforcement of safety policies or that the association conduct or improve audits and inspections (5% do vs. 12% in 2016).

Looking ahead, when choosing from a list of options, employers remain most likely to request that SafetyDriven provide updates & notifications (e.g. H&S news, regulatory changes) and health & safety resources (e.g. booklets, videos, manuals), both chosen by 41% of employers. Online training rounds out the top three opportunities, with 35% selecting this option.

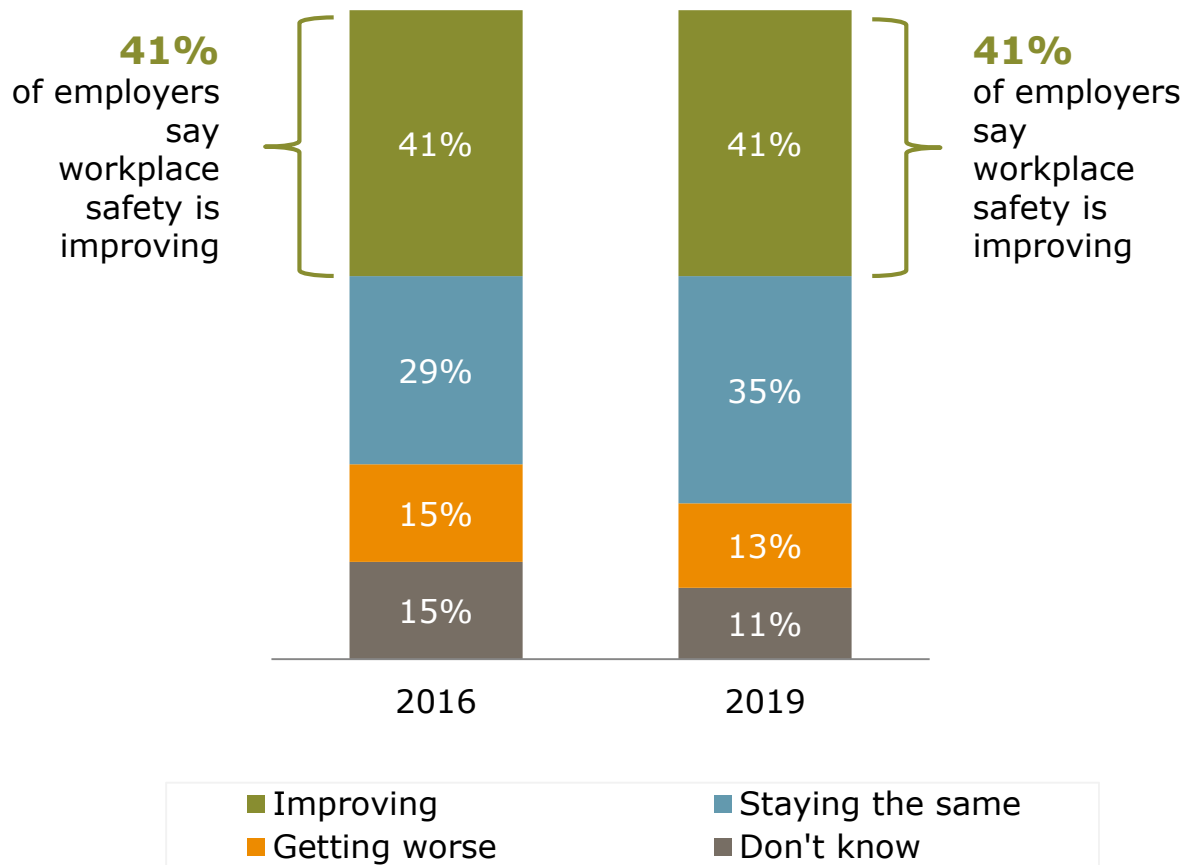
Executive Summary

Employer Communication Preferences

Slightly more than half of employers in trucking or moving and storage (55%) are interested in receiving services, resources or information to improve workplace health and safety. This is consistent with the 50% who reported feeling that way in 2016. Employers prefer to receive communication from SafetyDriven via email, the website or mail.

Summary of Findings

Four-in-ten employers in the trucking or moving and storage sector continue to believe workplace safety is improving

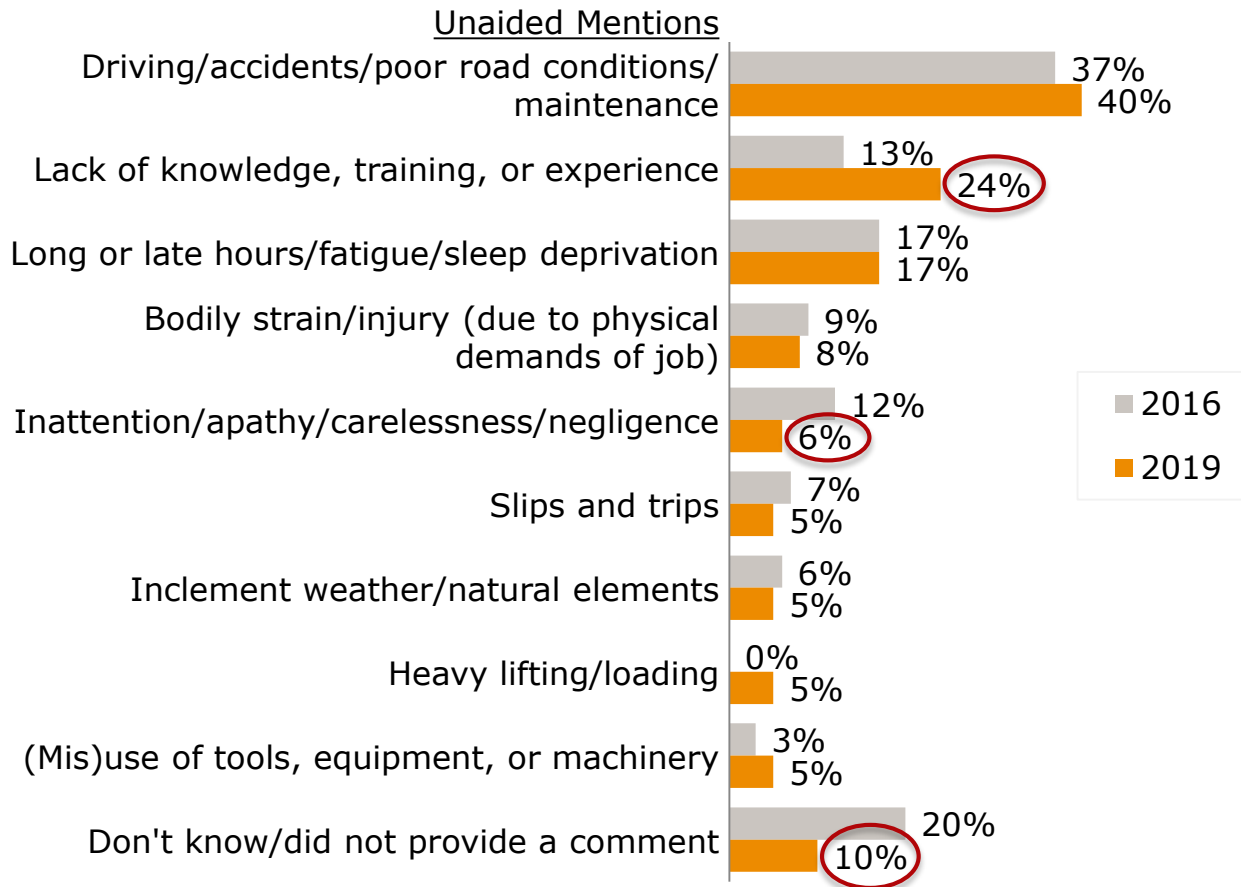


Employers aware of SafetyDriven are more likely to say workplace safety is improving (58% think it is improving, compared to 32% among those who are not aware of SafetyDriven)

Base: All SafetyDriven - Trucking Safety Council of BC employers: 2016 (262), 2019 (302)

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

Driving, accidents or poor road conditions remains the top concern; this wave more mention lack of knowledge, training or experience



“ Driving conditions due to roads not being adequately plowed and sanded

Highway conditions

Sharing the roads and highways with drivers who have no regard for safety and have very little training.

Please increase training for specified equipment

Driver Fatigue

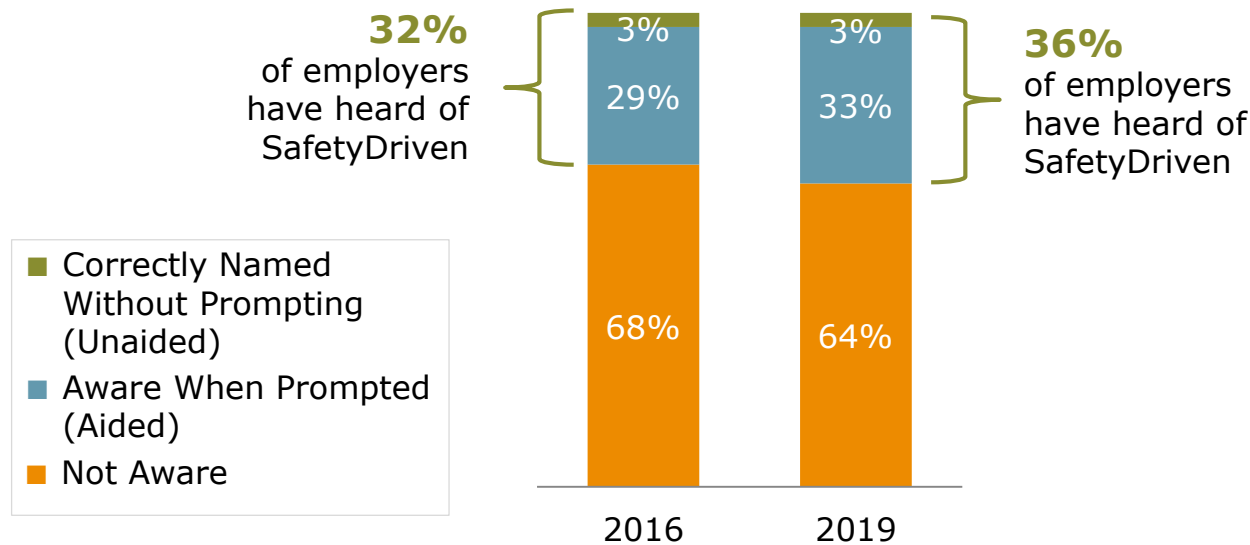


Note: Only mentions of 5% or more in 2019 are shown

Base: All SafetyDriven - Trucking Safety Council of BC employers: 2016 (262), 2019 (302)

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 last wave, broadly one-third of employers are aware of SafetyDriven; only 3% can name the association without prompting



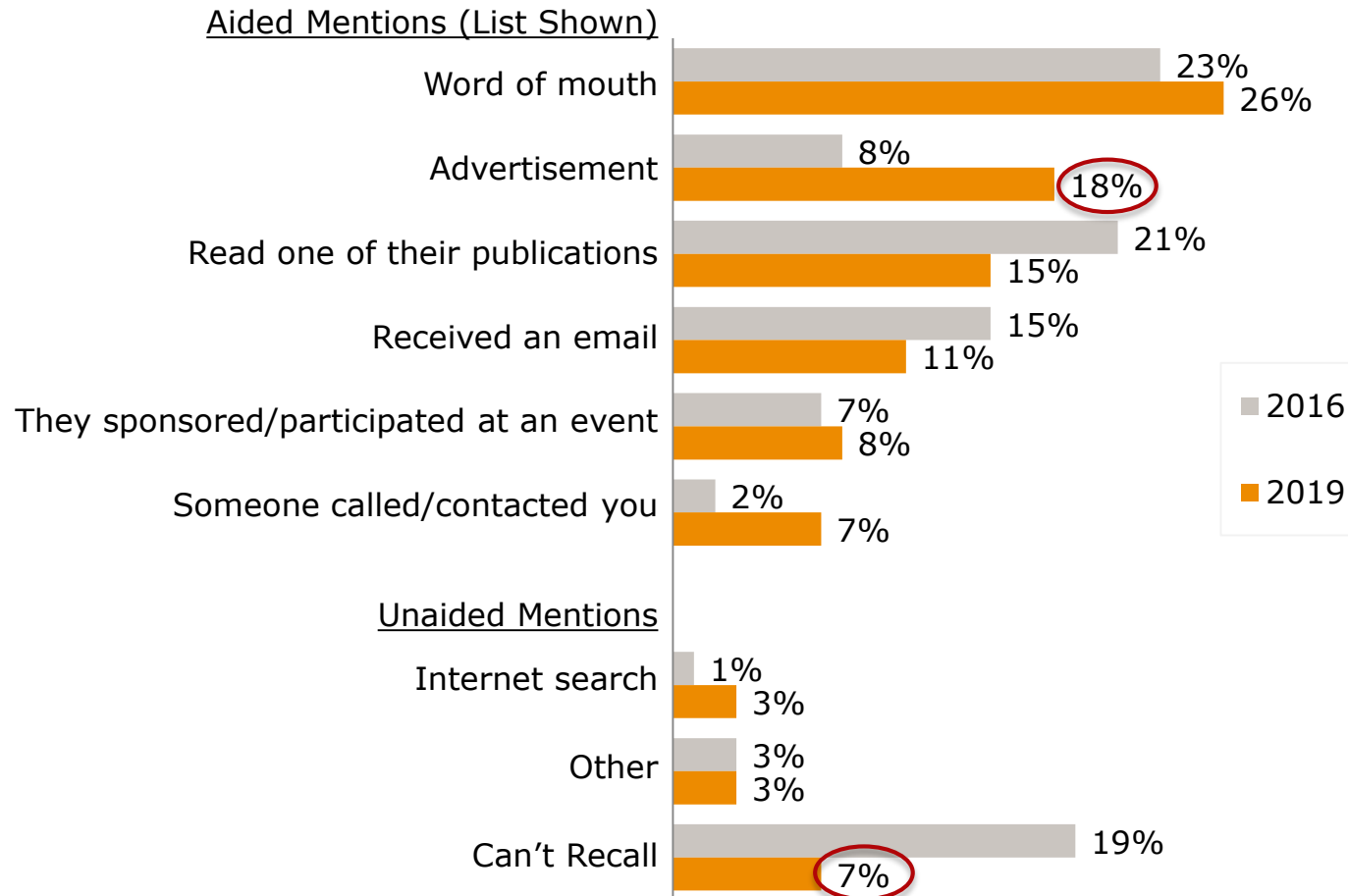
Other Health & Safety Organizations Named (Unaided)	2016	2019
BC Trucking Association (BCTA)	10%	9%
WorkSafeBC/Worker's Compensation Board	12%	8%
CVSE	2%	3%

Base: All SafetyDriven - Trucking Safety Council of BC employers: 2016 (262), 2019 (297-302). Note: Only mentions of 3% or more in 2019 are shown

Q2. Can you think of any organizations in BC that support or promote workplace health and safety in the Trucking or Moving and Storage industry?

Q3a. Have you heard of SafetyDriven - Trucking Safety Council of British Columbia?

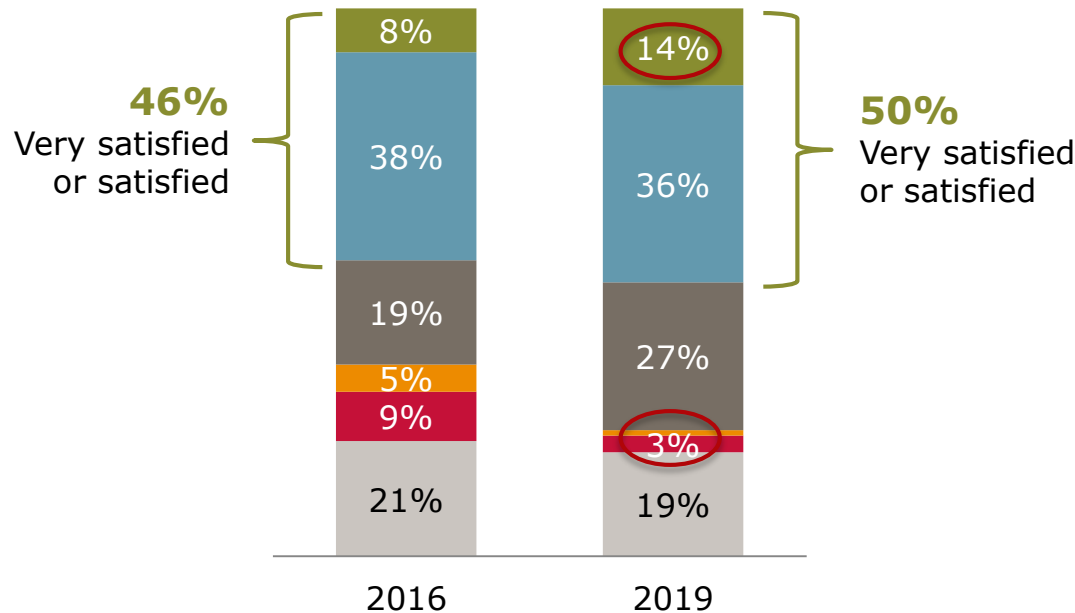
Employers remain most likely to find out about SafetyDriven through word of mouth; this wave more discover it through advertising



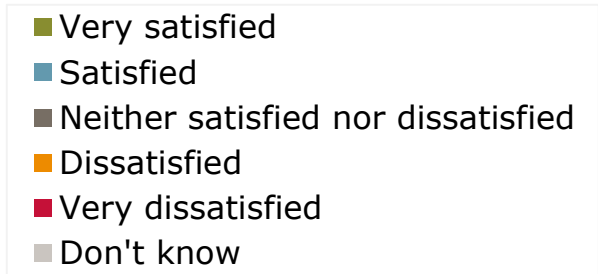
Base: Among those aware of SafetyDriven - Trucking Safety Council of BC: 2016 (91), 2019 (112)

Q3b. How did you first hear about SafetyDriven - Trucking Safety Council of British Columbia?

Among employers aware of SafetyDriven, half say they are satisfied with the association's performance promoting health and safety



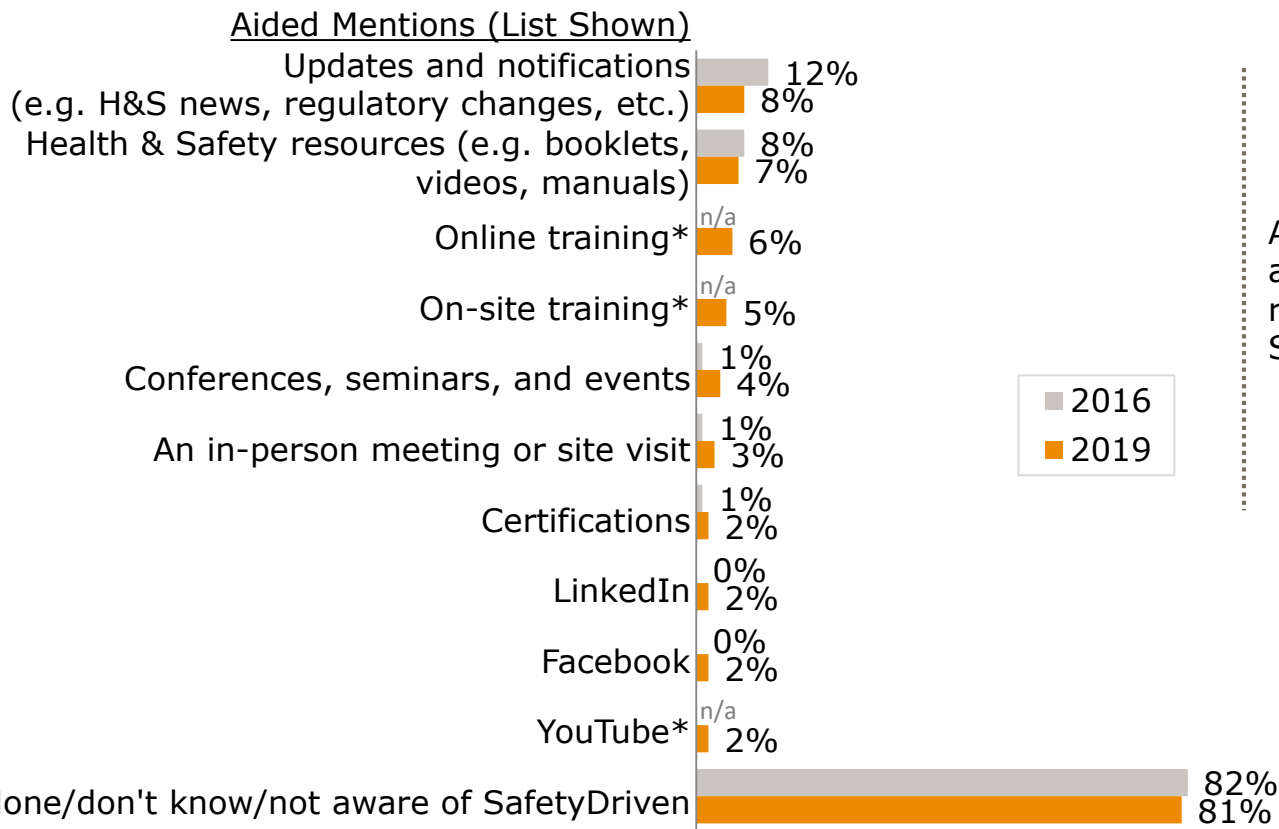
More employers are very satisfied with SafetyDriven's performance this wave (14% compared to 8% in 2016) and fewer employers claim to be dissatisfied or very dissatisfied (4% vs. 14% last wave)



Base: Among those aware of SafetyDriven - Trucking Safety Council of BC: 2016 (91), 2019 (112)

Q4. Overall, how satisfied are you with what SafetyDriven - Trucking Safety Council of British Columbia is doing to promote health and safety in your industry?

One-in-five employers have received/used SafetyDriven communications; updates & notifications and H&S resources are the most common



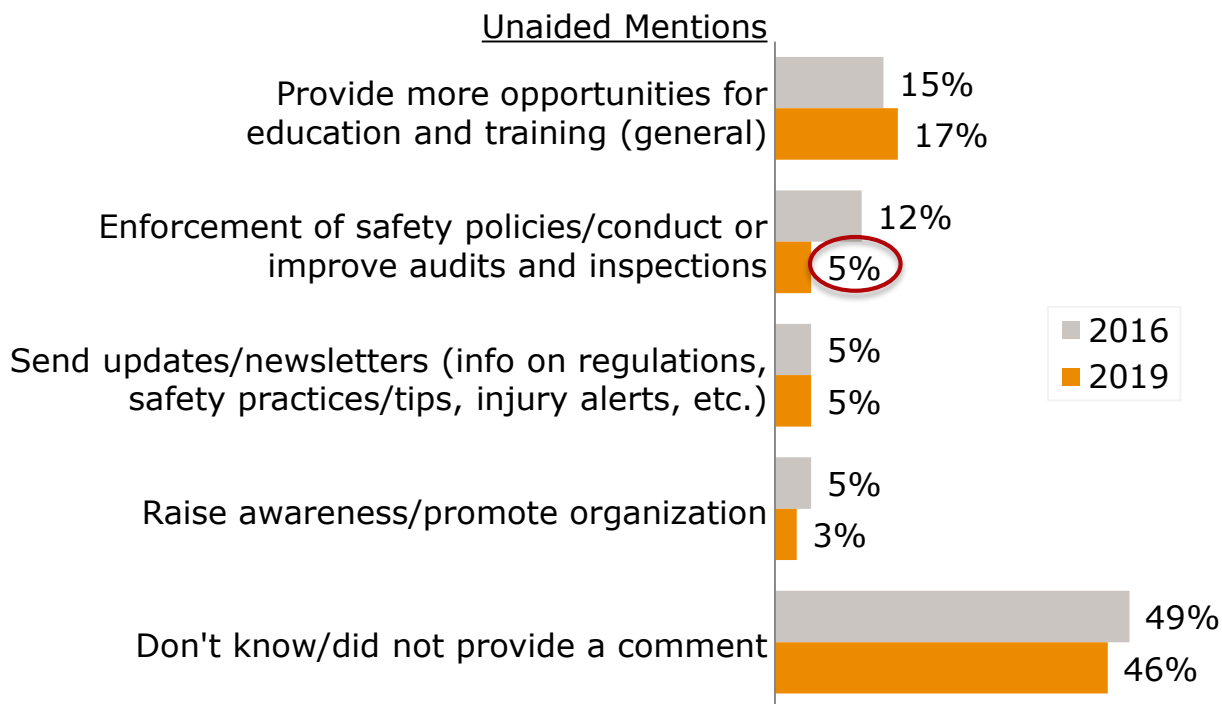
Among employers aware of the association, 53% recall receiving and/or using SafetyDriven communications

*New response options added in 2019. Note: Only selections of 2% or more in 2019 are shown

Base: All SafetyDriven - Trucking Safety Council of BC employers: 2016 (262), 2019 (297)

Q5. SafetyDriven - Trucking Safety Council of British Columbia offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from SafetyDriven - Trucking Safety Council of British Columbia?

Employers remain most likely to request more opportunities for education and training; fewer mention enforcement of safety policies



“ Hold safety seminars with the Truck operators at their workplace

Better or more training for new drivers. Lots of accidents happen because of lack of training and or driver impatience.

Check driving records of new drivers

Send emails with videos and pamphlets

Increase there visibility within the industry, and across worksafe

”

Note: Only mentions of 3% or more in 2019 are shown.

Base: All SafetyDriven - Trucking Safety Council of BC employers: 2016 (262), 2019 (302)

Q7. In what ways could SafetyDriven - Trucking Safety Council of British Columbia better serve or support your company and industry to improve health and safety in your workplace?/SafetyDriven - Trucking Safety Council of British Columbia is the health and safety association for the Trucking or Moving and Storage industry in BC. With this in mind, in what ways could SafetyDriven - Trucking Safety Council of British Columbia serve or support your company and industry to improve health and safety in your workplace?

Looking ahead, employers would most like SafetyDriven to provide updates & notifications, health & safety resources and online training

	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
Total Mentions (List Shown)								
Updates & notifications (e.g. H&S news, regulatory changes)	44	41	17	19	14	11	13	11
Health & Safety Resources (e.g. booklets, videos, manuals)	44	41	22	13	15	16	7	12
Online training	n/a	35	n/a	14	n/a	13	n/a	8
Certifications	31	28	3	11	16	7	12	10
On-site training	n/a	26	n/a	10	n/a	9	n/a	7
Conferences, seminars, and events	20	23	1	5	6	5	13	13
An in-person meeting or site visit	13	22	3	7	3	10	7	5
Other	2	5	1	2	0	0	1	3
Don't know	28	19	28	19	n/a		n/a	

Note: Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred.

Base: All SafetyDriven - Trucking Safety Council of BC employers: 2016 (262), 2019 (300)

Q8. Looking ahead, what kinds of services, resources, or information from SafetyDriven - Trucking Safety Council of British Columbia would most help you improve health and safety in your workplace?

Employers continue to prefer SafetyDriven to communicate with them by email, the website and mail

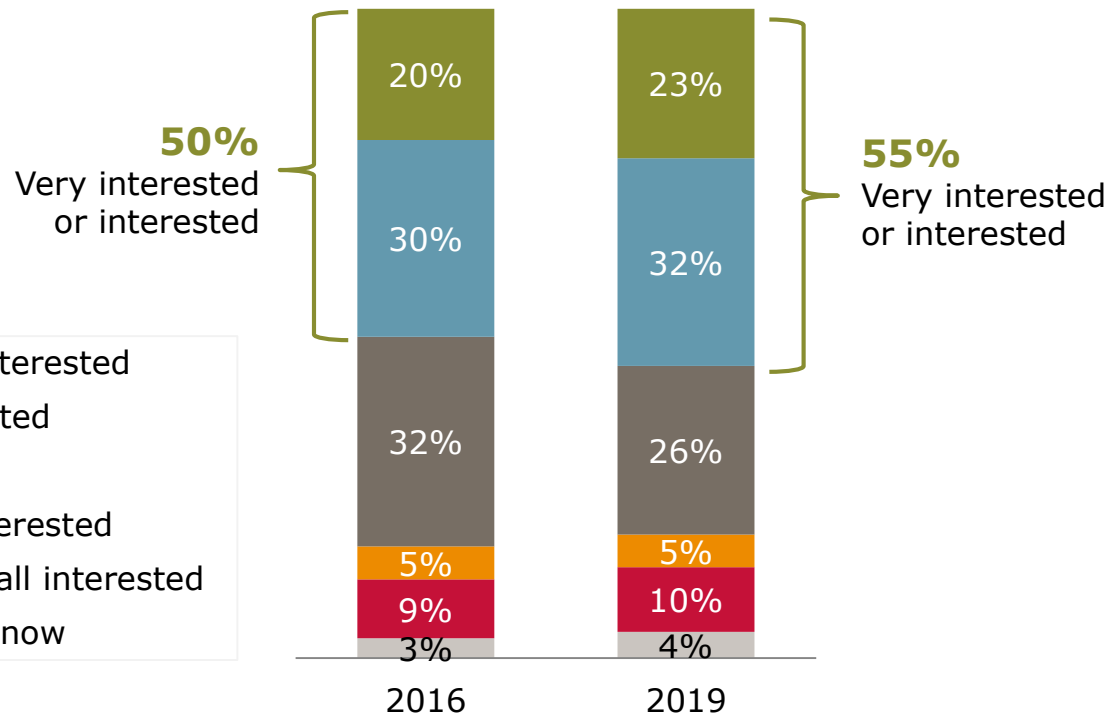
	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
Aided Mentions (List Shown)								
Personal/direct emails	53	52	32	31	14	13	7	8
Group emails (i.e. e-newsletter)	45	43	22	15	14	18	9	10
On the SafetyDriven – Trucking Safety Council of BC website	40	42	7	12	16	13	17	17
By mail	39	41	8	15	18	14	13	12
YouTube	n/a	17	n/a	5	n/a	4	n/a	8
In person	10	13	6	7	1	1	3	5
By phone	6	10	0	1	3	6	3	3
Facebook	9	7	0	1	2	3	7	3
LinkedIn	2	3	0	0	1	1	1	1
Twitter	1	3	0	0	0	1	1	2
Other	0	2	0	2	0	0	0	0
No preference	24	11	24	11	n/a		n/a	

Note: Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred.

Base: All SafetyDriven - Trucking Safety Council of BC employers: 2016 (262), 2019 (302)

Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, H&S news, regulatory changes) from SafetyDriven - Trucking Safety Council of British Columbia?

Almost six-in-ten employers in the trucking or moving and storage sector are interested in receiving communications to improve health and safety



Employers aware of SafetyDriven are more likely to say they're very interested in receiving communications (32%) than those unaware of the association (19%)

Base: All SafetyDriven - Trucking Safety Council of BC employers: 2016 (262), 2019 (302)

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)	(262)	(302)	(126)	(201)	(108)	(77)	(8*)	(4*)	(20*)	(6*)
Number of Employees in BC										
None/No employees	10	13	12	10	7	4	0	0	0	0
1-3 employees	59	58	66	66	50	47	0	0	0	0
4-19 employees	17	12	8	8	38	42	63	50	5	0
20-99 employees	8	11	7	10	5	4	38	50	80	83
100+ employees	5	6	7	6	0	3	0	0	15	17
Subsector										
7320 Transportation and Related Services	100	100	100	100	100	100	100	100	100	100

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
	% (262)	% (302)	% (126)	% (201)	% (108)	% (77)	% (8*)	% (4*)	% (20*)	% (6*)
(base)										
Role in Company										
<u>Aided List</u>										
Business owner	60	59	62	60	60	58	25	25	20	0
Senior executive	1	1	0	0	1	0	13	0	10	0
Manager	6	4	3	2	12	9	0	75	30	33
Supervisor	2	2	2	1	0	3	0	0	0	17
Staff member	1	2	0	2	4	5	13	0	0	0
Driver	15	19	19	23	4	4	0	0	0	0
Dedicated health and safety position	4	3	2	1	6	4	38	0	30	33
Internal bookkeeper/accountant	7	5	6	4	9	12	13	0	10	17
<u>Unaided Mentions</u>										
All of the above	3	2	3	2	1	4	0	0	0	0
Office manager/admin	1	0	1	0	2	0	0	0	0	0
Contracted	0	1	0	1	0	0	0	0	0	0
Other	1	1	<1	0	1	1	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 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

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

1st 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 22nd**.

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

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

2nd 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 28th**.

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

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

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

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.