

# SafetyDriven – Trucking Safety Council of British Columbia

## Market Penetration Survey

2022

# Table of Contents

3	Background
4	Methodology
5	Key Findings
8	Detailed Findings
23	Recommendations
25	Appendix

# Background

WorkSafeBC funds several Health and Safety Associations (HSA) in the province, each covering a different industry sector. It is therefore important for WorkSafeBC to measure the performance of HSAs to ensure the funding it provides is achieving its target outcomes.

The objectives of the survey in 2022 are to fulfill the requirements of the Funding Framework for Health and Safety Associations (HSAs). The survey was designed to meet the requirements of the service evaluation by:



Measuring employer awareness of their HSAs



Assessing employer satisfaction with the HSA services they have used



Identifying employer needs and preferences for health and safety support

# Methodology



The survey was conducted by emailing employers a unique link to participate in the survey.

It covered the following topics:

- General perceptions around safety
- Awareness
- Satisfaction
- Usage of and satisfaction with the services, resources and information
- Desired services and communication channels

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

Survey Timeframe	Survey Responses	Margin of Error
February 1 – March 3, 2022	229	±7%

<sup>1</sup>**Very Small:** employers with a calculated 2022 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

**Small:** employers with a calculated 2022 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 2022 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 2022 assessable payroll amount greater than or equal to \$1.6 million, and a base WorkSafeBC assessment rate greater than or equal to \$40K.

Key Findings

# Key Findings

1

**Employers in trucking or moving and storage are evenly divided between thinking workplace safety is improving or staying the same (4-in-10 each).** Employers feel the main health and safety risks in the industry are driving/accidents/road conditions and a lack of knowledge, training or expertise (including lack of risk and hazard analysis).

2

**Less than half of employers (4-in-10) are aware of SafetyDriven, and among this group, half are satisfied with what the association is doing to promote health and safety in the industry.** Employers typically first become aware of the association via advertising (especially social media and news articles) as well as word of mouth and by email.

3

**1-in-7 employers have used services, resources or information from SafetyDriven.** The three most popular (updates and notifications, H&S resources and online training) have been used by fewer than 1-in-10 employers in trucking or moving and storage. To better support their company in improving workplace health and safety, employers suggest SafetyDriven focus on providing more opportunities for education and training. When choosing from a list of services, resources and information, employers indicate updates and notifications and H&S resources would most help them to improve H&S in their workplace. About 3-in-10 are also interested in online training and mental health and safety resources.

# Key Findings

4

**Less than half of employers (4-in-10) say they are interested in receiving services, resources or information to improve health and safety in their workplace.** Among all employers (regardless of interest level) email is the preferred method to receive information from SafetyDriven, although the slight majority prefer the more self-directed approach of accessing information via the website.

5

**7-in-10 employers feel their workplace is inclusive and a psychologically healthy and safe place to work.** However, relatively fewer (1-in-2 or fewer) feel their company has enough resources to prevent mental health injuries, that mental health is taken seriously in the trucking or moving and storage industry, and that SafetyDriven is doing a good job of helping employers support workers' mental health. When it comes to psychological safety topics, employers are most interested in reducing stress in the workplace, as well as recognizing and assisting someone struggling with mental health and promoting mental health awareness.

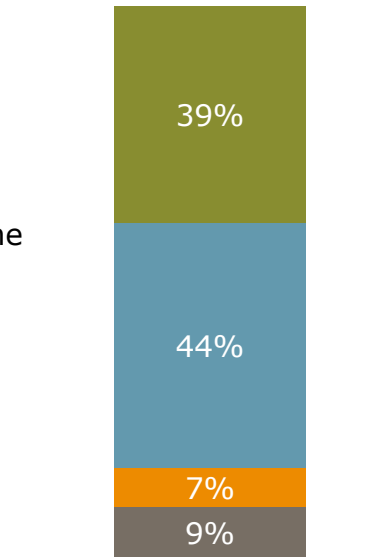
Detailed Findings



4-in-10 employers in the trucking or moving and storage industry think workplace safety is improving.

### Perceptions of Workplace Health & Safety

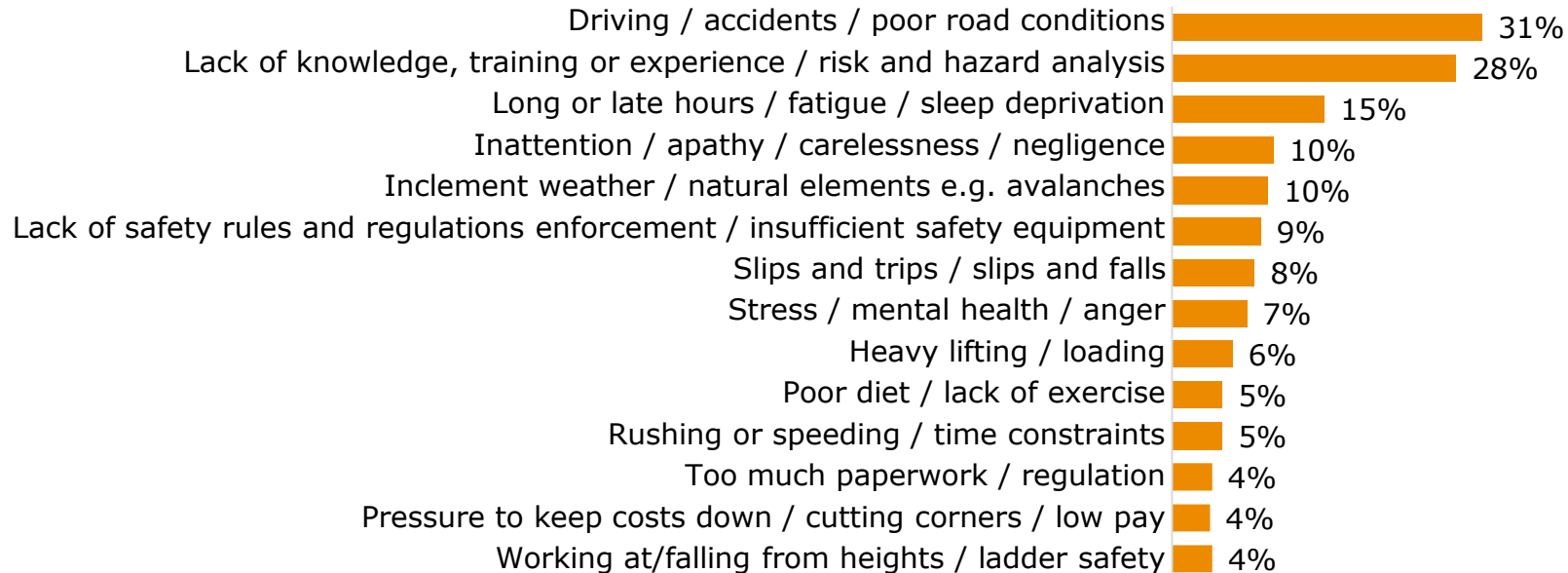
- Improving
- Staying the same
- Getting worse
- Don't know



Awareness tends to bolster confidence. That is, employers who are aware of SafetyDriven are more positive that workplace safety is improving (55%) compared with those previously unaware of the association (among whom 28% think workplace safety is improving).

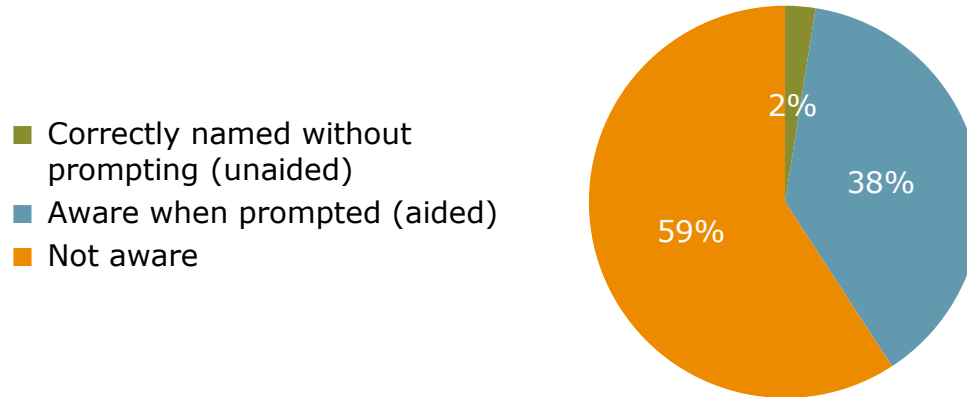
Employers are most concerned about driving, accidents and poor road conditions, as well as lack of knowledge and risk analysis.

### Employer Health and Safety Concerns



4-in-10 employers are aware of SafetyDriven. Awareness directionally increases with employer size.

### Awareness

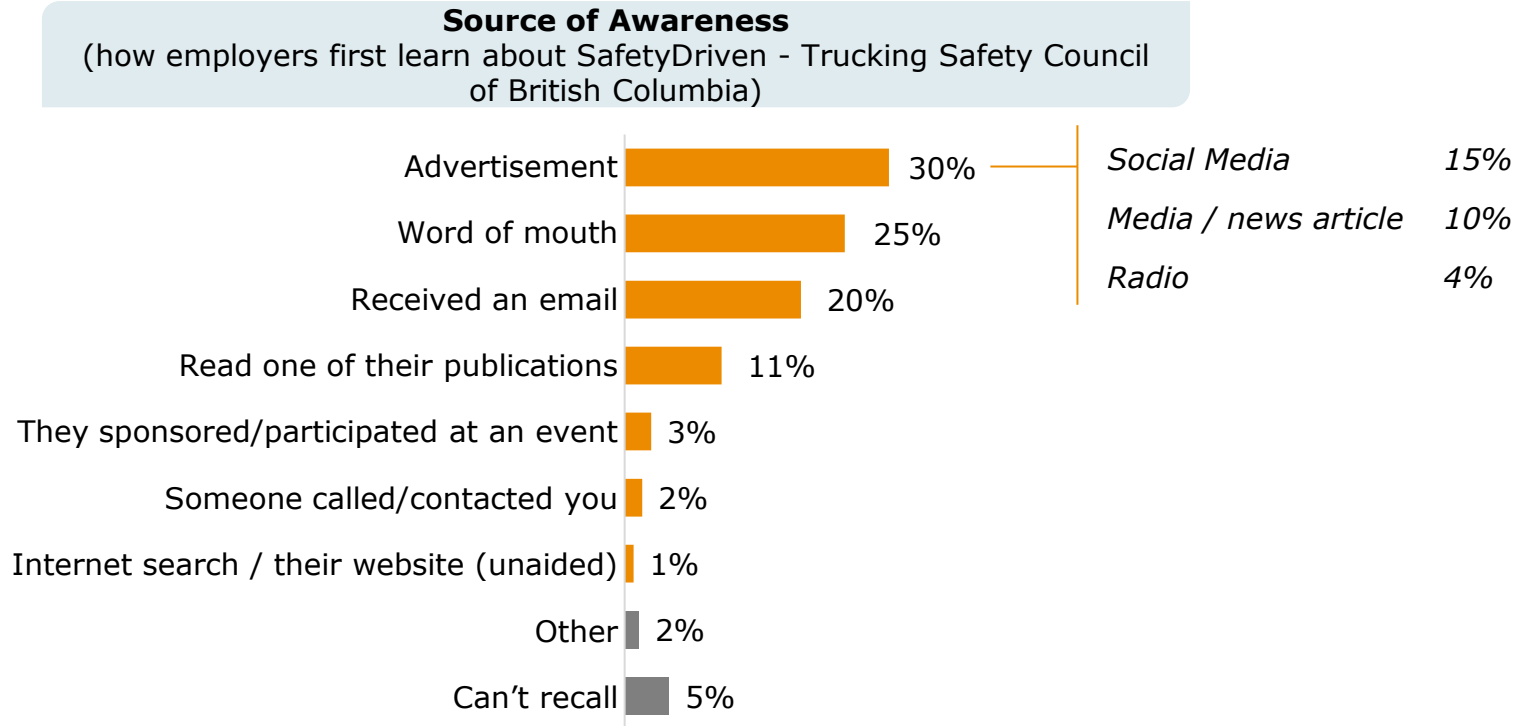


Base: Total 2022 (229)

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? Please list up to three.

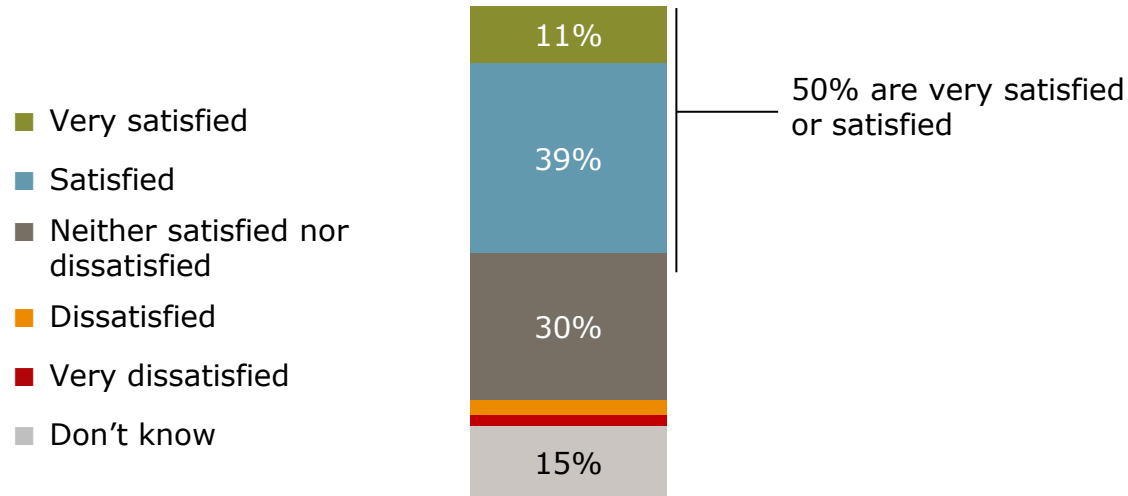
Q3. Have you heard of SafetyDriven - Trucking Safety Council of British Columbia?

Advertising (especially social media and news articles), word of mouth and email are the main drivers of awareness of SafetyDriven.



1-in-2 employers aware of SafetyDriven are satisfied with what the association is doing to promote H&S in their industry.

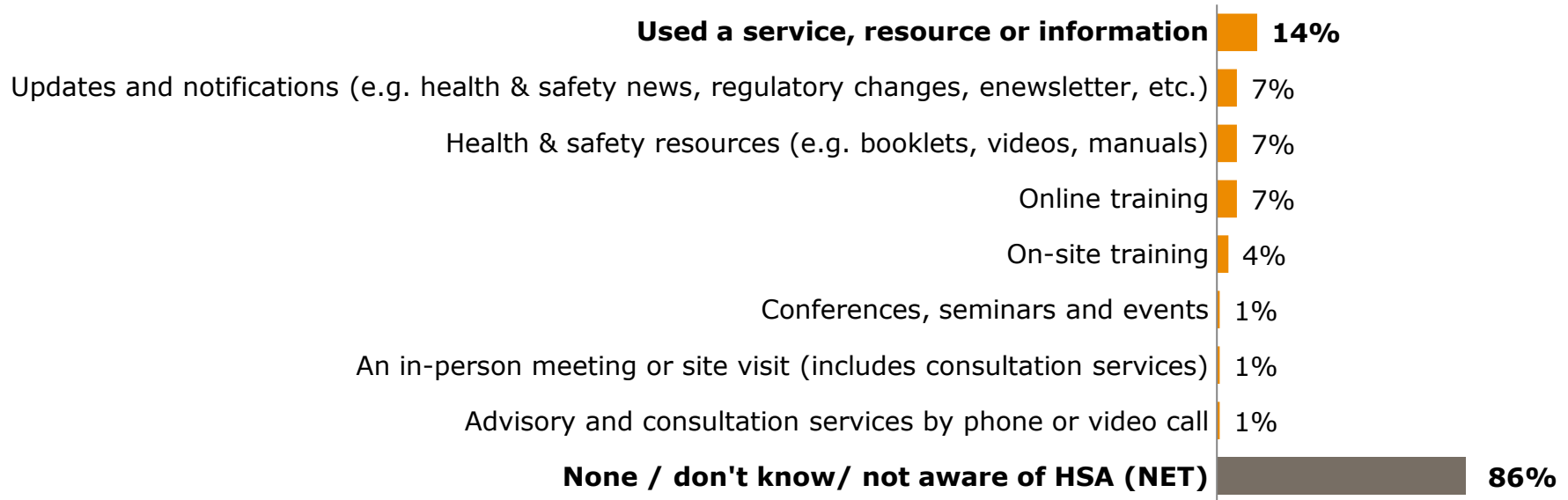
### Satisfaction



50% are very satisfied or satisfied

A small minority of employers have used a service, resource of information from SafetyDriven. The three most popular have each been used by less than 1-in-10 employers.

### Access and Usage of Health & Safety Resources



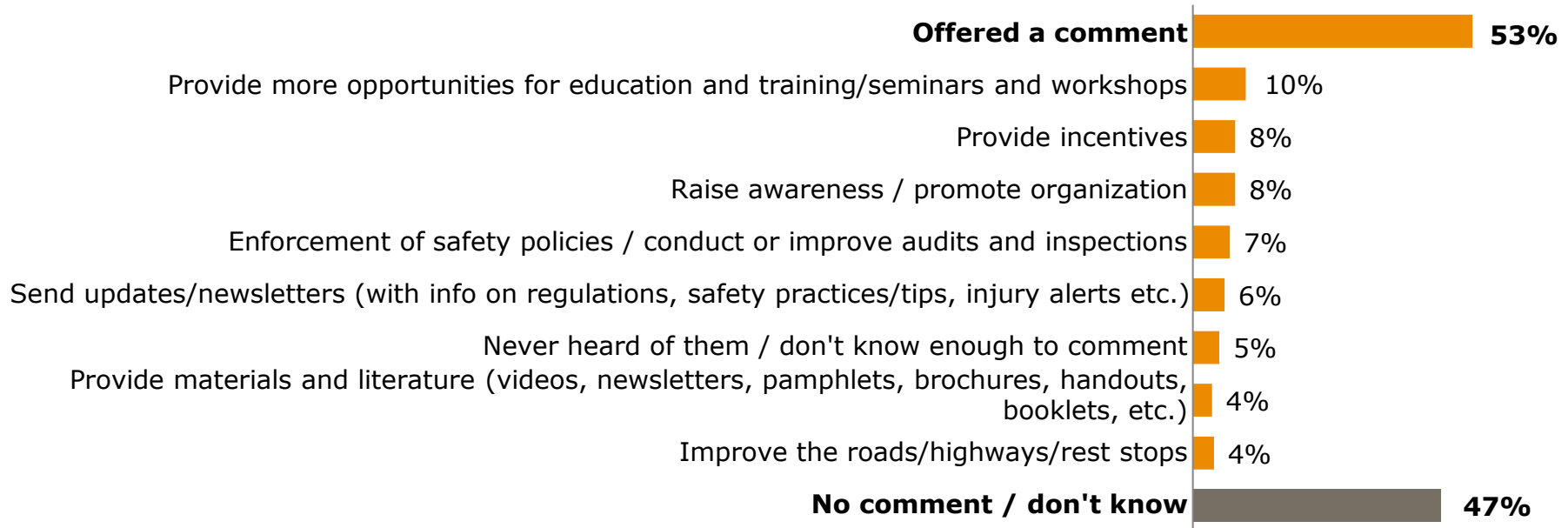
Base: Total 2022 (229). Note: services, resources or information used by <1% are not shown in the chart.

Q5. The 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 organization used or received from SafetyDriven - Trucking Safety Council of British Columbia? Please check all that apply. / Note: Q6a-f 'How would you rate [RESOURCE] on meeting your needs?' is not shown due to small base size <30.

To serve or support their companies, employers suggest SafetyDriven provide more education and training opportunities.

### How SafetyDriven - Trucking Safety Council of British Columbia Could Better Service or Support Employers to Improve their Workplace Safety

(unaided comments)



Base: Total 2022 (229). Note: only mentions of 4% or more are shown.

Q7. In what ways could SafetyDriven - Trucking Safety Council of British Columbia better serve or support your company 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 to improve health and safety in your workplace? Please provide up to three suggestions.

## Examples of Employer Comments on How SafetyDriven - Trucking Safety Council of British Columbia Could Serve or Support

“ Direct communication, newsletters, workshops, webinars, apps, training

Educate facilities where trucks have to deliver so that they remove dangerous obstacles

More tax breaks on safety equipment

More information/training courses on sleep apnea and ergonomics for drivers

Give us a number to report safety concerns at places we have to go into

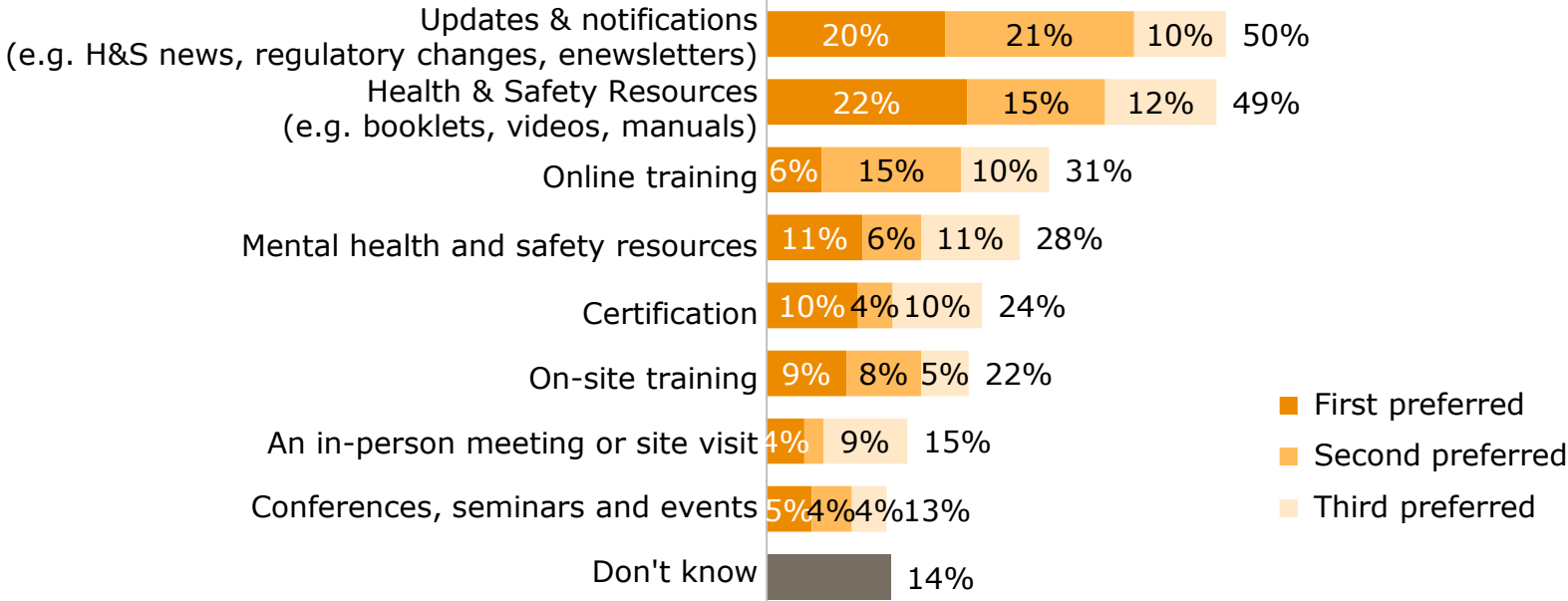
Communication - people working in the industry should be able to speak, read and write in English

Make truck maintenance mandatory and start taking away business licenses of those who don't follow strict truck maintenance and trucking industry procedures, like training drivers to be aware of road conditions and brake check ethics”



Employers indicate updates and notifications and H&S resources would most help them improve health and safety in their workplace.

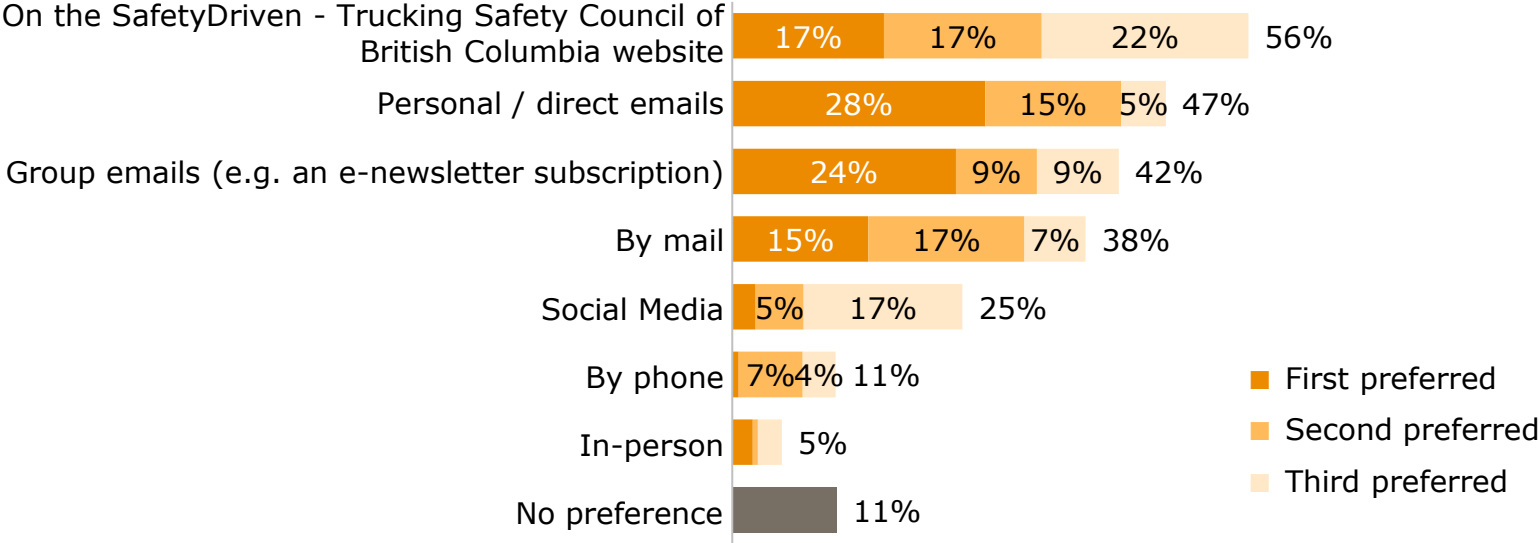
**Demand for Services, Resources, or Information to Help Improve Workplace Safety**  
 (% selecting from aided list)



Base: Total 2022 (229). Note: 'Other' (1%) and unaided mentions of <1% are not shown in the chart.  
 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? Please rank up to three items by dragging them over to the right.

The slight majority of employers would prefer to access information via SafetyDriven’s website. Email (either personal or group) and mail are also popular channels.

**Employer Communication Preferences**  
(% ranking top 3)

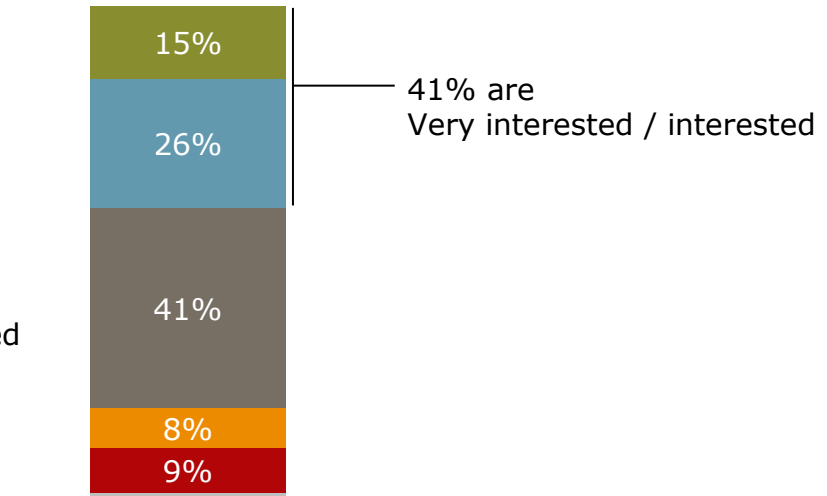


Base: Total 2022 (229)  
 Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, health & safety news, regulatory changes) from SafetyDriven - Trucking Safety Council of British Columbia?  
 Please rank up to three items by dragging them over to the right.

Less than half of employers (4-in-10) say they are interested in receiving services, resources or information to improve health and safety in their workplace.

### Interest in Receiving Health and Safety Resources

- Very interested
- Interested
- Neutral
- Not interested
- Not at all interested
- Don't know



Interest directionally increases with employer size.

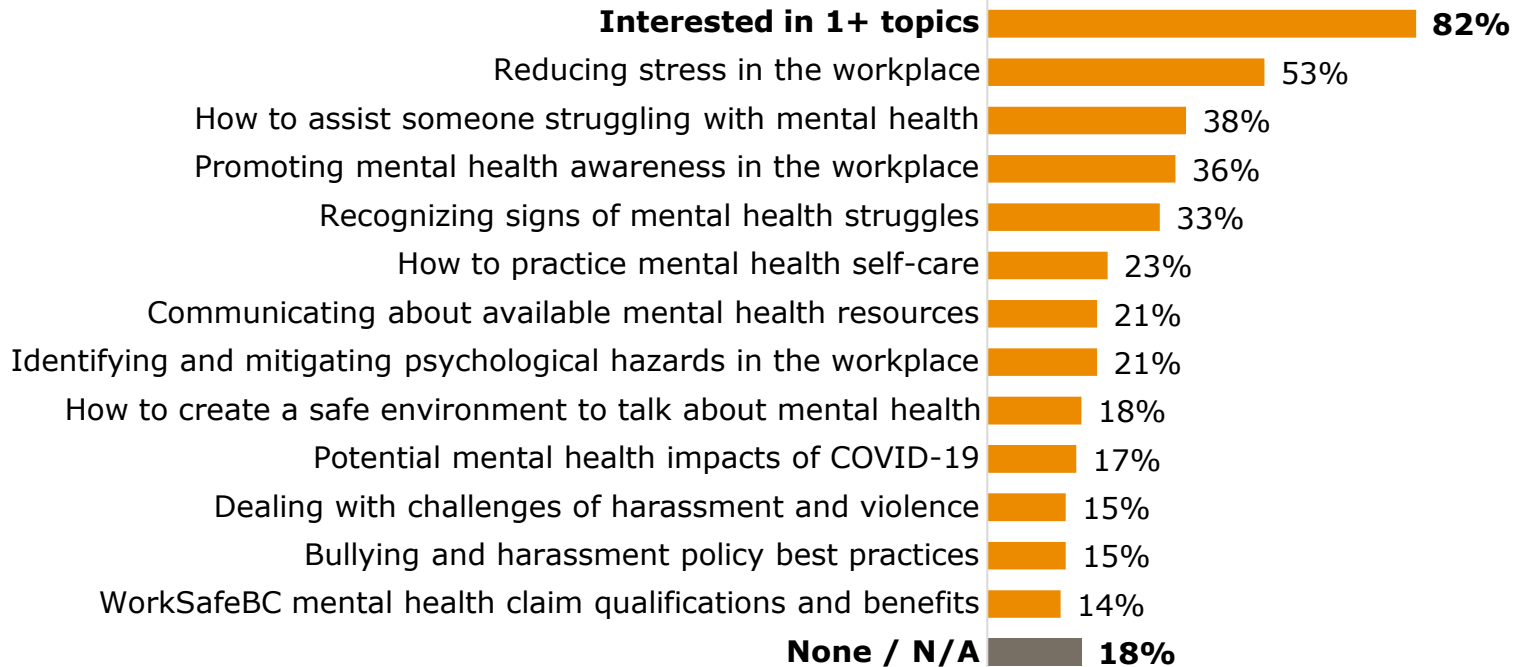
There is room to strengthen how seriously mental health is taken in the industry, company resources and awareness of what SafetyDriven is doing to help employers support workers' mental health.



The strong majority of employers are interested in topics relating to mental health, especially reducing stress in the workplace.

### Mental Health Information

(% of employers who would be interested in receiving more information)



Recommendations

# Recommendations

**1****Increase Awareness**

Less than half of employers in trucking or moving and storage are aware of SafetyDriven. Establishing a relationship with employers is a critical first step to helping them improve their workplace health and safety. Growing and maintaining an up-to-date email database should therefore be a priority, as email is one of the top drivers of awareness as well as one of employers' most preferred communication channels. Continuing to advertise, especially through social media and news articles, is also important, as these are the top drivers of awareness currently.

**2****Spark Interest**

4-in-10 employers say they are interested in receiving information about improving health and safety. To increase interest and engagement, showcase the topics employers are interested in: updates and notifications, H&S resources and online training, as well as topics relating to mental health (especially reducing stress, promoting mental health awareness and recognizing and assisting someone struggling with mental health).

# Appendix

Note: Q13d and Q13e not shown due to small base size (<30)



# Employer Profile

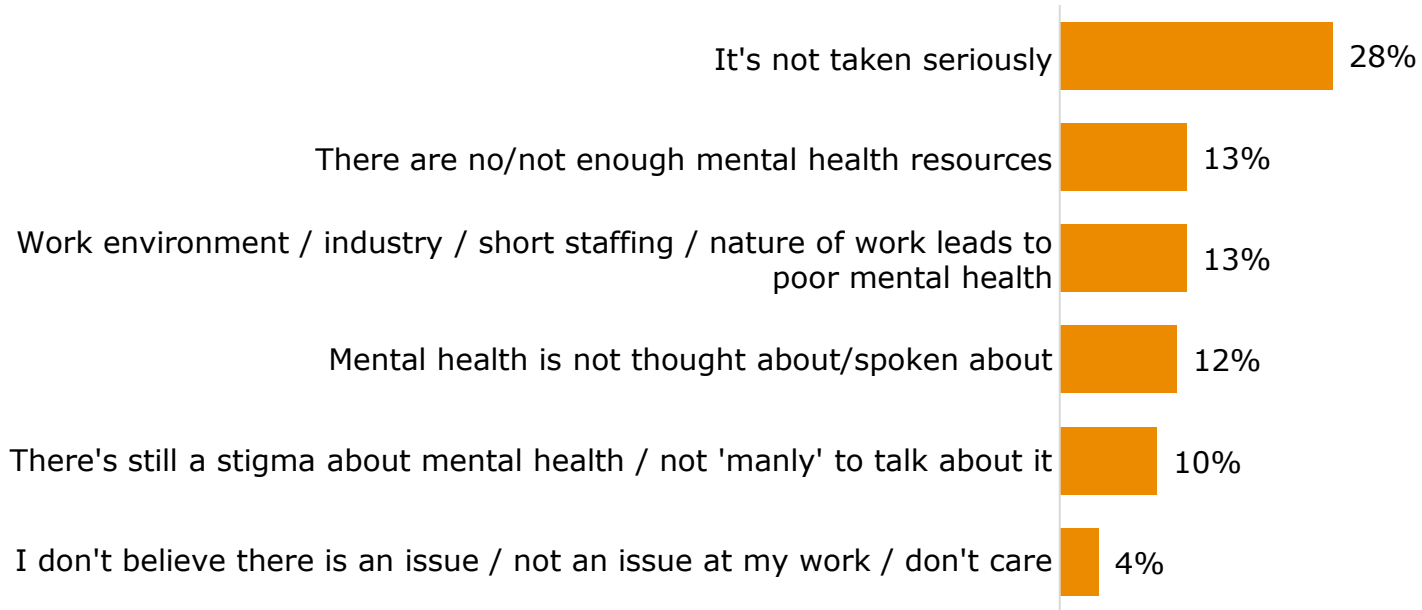
	Total	Very Small	Small	Medium	Large
(Base)	(229)	(135)	(65)	(5)	(3)
<b>Role in Organization</b>					
Business Owner	52%	50%	62%	20%	0%
Driver	23%	33%	8%	0%	0%
Manager	12%	4%	8%	20%	0%
Dedicated health and safety position	3%	1%	0%	20%	33%
Bookkeeper / accountant	2%	2%	5%	20%	33%
Senior Executive	2%	1%	8%	20%	33%
Staff Member	2%	0%	0%	0%	0%
Owner/operator (unaided)	2%	4%	3%	0%	0%
Supervisor	1%	3%	2%	0%	0%
All of the above (unaided)	<1%	0%	3%	0%	0%
Office Manager/Admin (unaided)	<1%	1%	0%	0%	0%
Self-employed (unaided)	<1%	1%	2%	0%	0%
<b>Employer Payroll Size</b>					
Very Small	37%	N/A			
Small	10%				
Medium	1%				
Large	1%				
Unknown	51%				

Note: All data has been weighted by the estimated employer payroll size to match the target population. Roles <1% not shown.

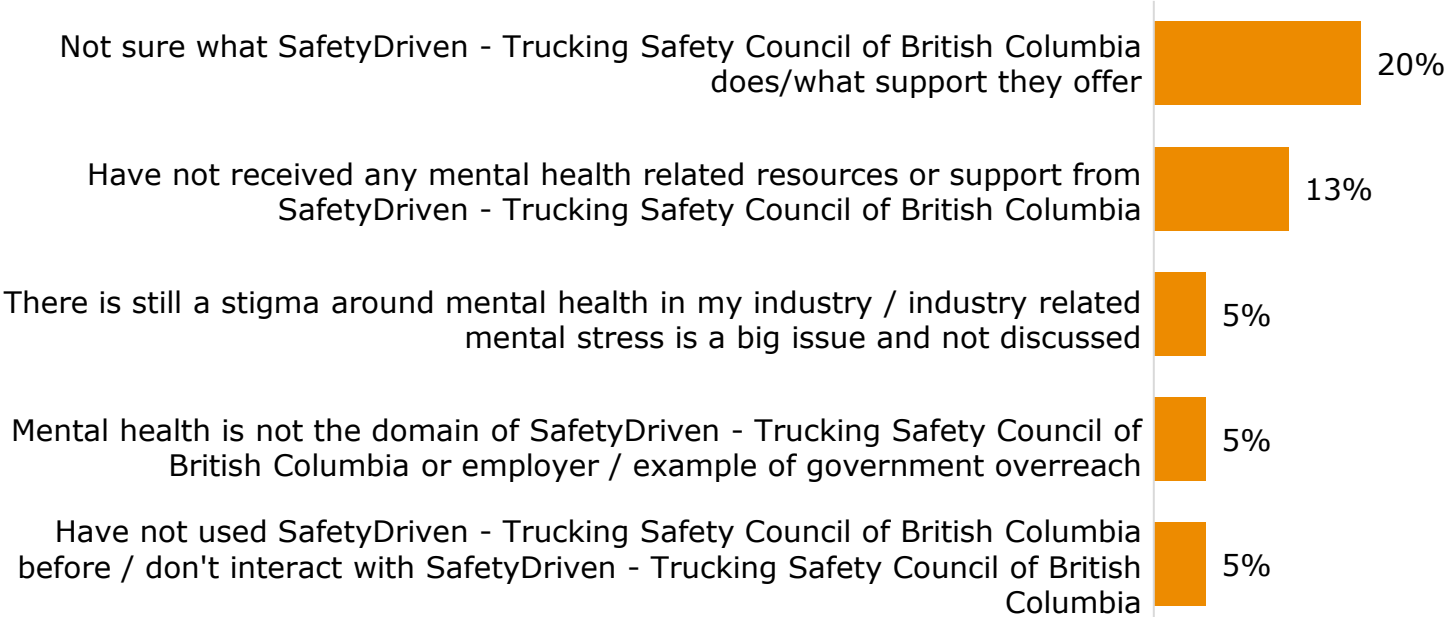
# Employer Profile

	Total	Very Small	Small	Medium	Large
(Base)	(229)	(135)	(65)	(5)	(3)
<b>Number of Employees in BC</b>					
None/No employees	16%	10%	2%	0%	0%
1-3 employees	52%	57%	46%	0%	0%
4-19 employees	20%	6%	42%	80%	0%
20-99 employees	6%	13%	5%	20%	67%
100+ employees	6%	15%	6%	0%	33%
<b>Industry Subsector</b>					
7320 - Transportation and Related Services	100%	100%	100%	100%	100%

**Employer Comments about “Mental health is taken seriously in our industry”**  
(among those rating neutral, disagree or strongly disagree)



**Employer Comments about "SafetyDriven is doing a good job of helping employers support workers' mental health"**  
(among those rating neutral, disagree or strongly disagree)



Base: Rated neutral, disagree or strongly disagree to "SafetyDriven is doing a good job of helping employers support workers' mental health." and left a comment (48)  
Q13b. Please provide more details here. Note: only comments of 5% or more are shown.

**Employer Comments about “My company has enough resources to prevent mental health injuries in the workplace”**

(among those rating neutral, disagree or strongly disagree)

