

# BC Construction Safety Alliance

## Market Penetration Survey Report

April 11, 2019

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# Objectives & Methodology

# Objectives & Methodology

- WorkSafeBC, in partnership with BC Construction Safety Alliance (BCCSA), carried out the second survey with employers in BC's construction sector, following up on initial research conducted in 2016
- The main objectives of the survey are to measure employer awareness of BCCSA and identify their needs and preferences for health and safety information and support
- The survey covered the following topics:
  - General perceptions around safety in construction
  - Awareness of BCCSA
  - Satisfaction with BCCSA
  - Usage of and satisfaction with the services, resources, and information provided by BCCSA
  - Desired services and communication channels
- The survey was conducted by emailing employers a unique link to participate in the survey
- Surveying took place from February 4 to 28, 2019
- A total of 446 surveys were obtained from employers falling within BC Construction Safety Alliance's industry subsectors, including 411 in General Construction, 20 in Road Construction or Maintenance, 3 in Heavy Construction, 3 in Oil & Gas or Mineral Resources, 1 in Utilities and 8 in other services

Year	Employers Contacted (by email)	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
2016	5,490	413	8%	±5
2019	11,185	446	4%	±5

- More employers were contacted in 2019 due to an initially low response rate. However, the response rate improved and so no reminder emails were sent in 2019
- 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

## **Construction Industry Perceptions of Workplace Health & Safety**

Employers in the construction sector remain positive about workplace safety, with two-thirds (66%) saying it is improving. This is in-line with 2016 assessments, when 63% 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 BCCSA. Among those aware, 73% think health and safety is improving, compared with 58% among those who do not know about BCCSA.

Also consistent with 2016, the main health and safety risks cited by employers in the construction industry are working at or falling from heights (mentioned by nearly one-in-three employers (30%)). This wave, more employers mention chemical, toxin or gas exposure (15% do, compared to just 6% in 2016). BCCSA has an opportunity to provide health and information in this area to employers to strengthen workplace safety in construction.

## **Awareness and Satisfaction with BCCSA**

Awareness of BCCSA has increased significantly; nearly six-in-ten (58%) of employers are aware of the association, compared with less than half (46%) who were aware in 2016. BCCSA should be commended for raising its profile among employers in the construction sector. However, only 9% of members can name the association without prompting, indicating there is further room to improve.

# Executive Summary

## **Awareness and Satisfaction with BCCSA (cont'd)**

Employers are most likely to learn about BCCSA via email; 42% did, which is a much larger proportion than the 18% who reported doing so in 2016. The increase indicates BCCSA managed a successful email campaign to raise awareness. The other channels for learning about BCCSA are generally stable compared with 2016.

BCCSA should also be commended for earning higher satisfaction ratings this year than in the past. Currently, 49% are satisfied, compared with 33% who were in 2016. The increase in satisfaction is due to an improvement in both 'very satisfied' ratings (from 5% in 2016 to 11% in 2019) and 'satisfied' ratings (from 28% to 38%) ratings.

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

Access and usage of BCCSA communications has grown to one-third (compared with just one-fifth in 2016). Employers are most likely to recall receiving or using updates and notifications, such as H&S news or regulatory changes (21%, up from 9% in 2016) and health & safety resources such as booklets, videos or manuals (10%, stable vs. 2016).

BCCSA's services and resources continue to be well received by the majority of employers using them. In fact, satisfaction has edged up slightly for both updates and notifications (e.g. H&S news, regulatory changes, etc.) and health & safety resources (e.g. booklets, videos, manuals).

# Executive Summary

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

Employers are still most likely to suggest that BCCSA could better support the industry by providing more opportunities for education and training and/or making training more accessible. They also mention wanting BCCSA to send updates/newsletters (with information on regulations, safety practices/tips, injury alerts, etc.).

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

## **Employer Communication Preferences**

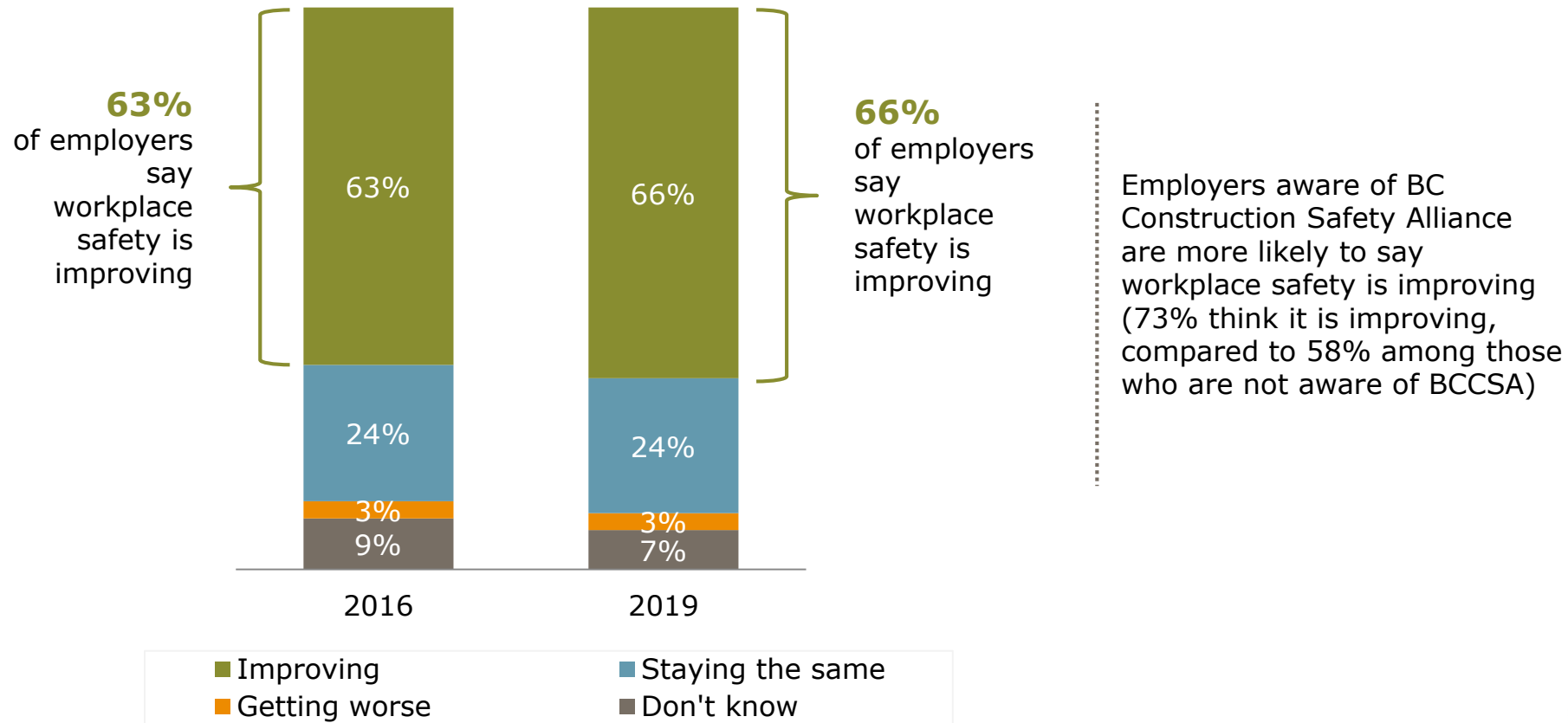
About six-in-ten employers (57%) continue to be interested in receiving services, resources or information to improve workplace health and safety. It is worth noting that the level of interest remains the same regardless of whether employers are aware of BCCSA or not.

Employers prefer to receive communication from BCCSA via email, the website or mail.



# Summary of Findings

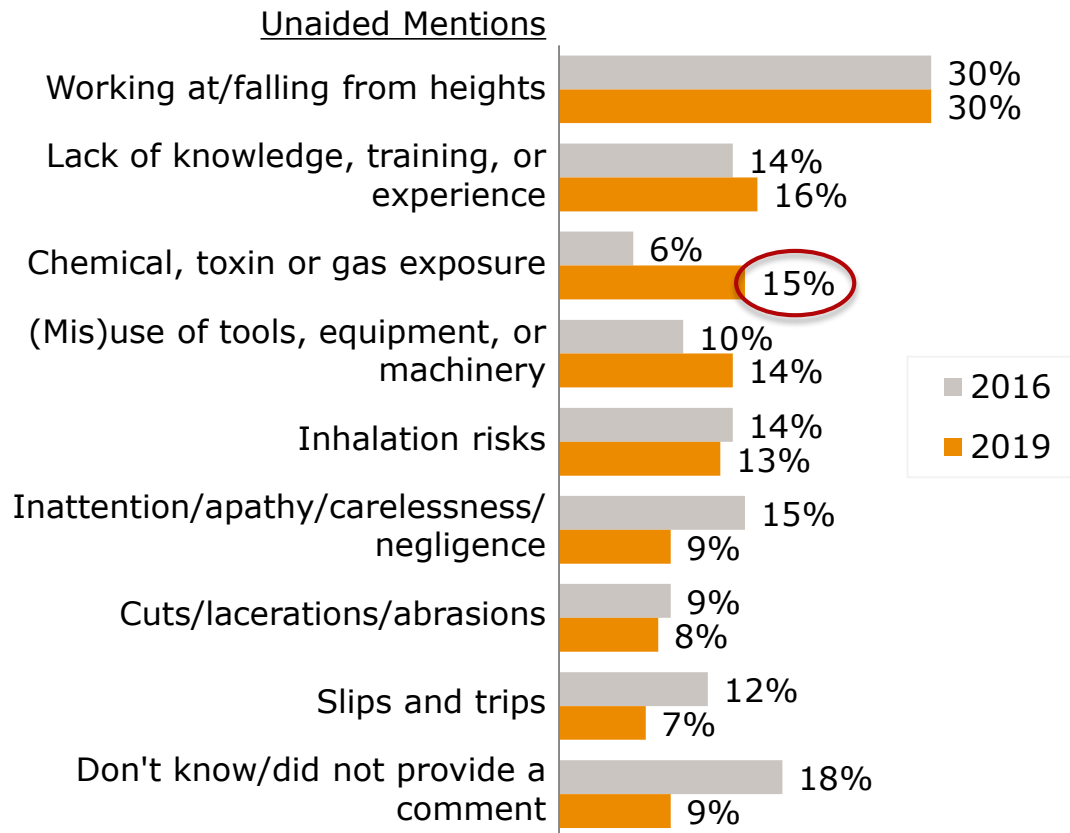
# Construction sector employers continue to be positive about workplace safety; two-thirds say it is improving, in-line with 2016



Base: All BC Construction Safety Alliance employers: 2016 (413), 2019 (446)

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

# Working at/falling from heights continues to be the most common risk identified; with more employers now mentioning chemical, toxin or gas exposure



“ Having to use poorly designed fall restraint anchor systems

Wearing fall protection at low heights is a trip hazard

Lack of industry knowledge & experience in new employees

Uncertified and unregulated contractors causing unsafe conditions

Not knowing enough about Asbestos found in old flooring

Tools that are worn out & not 100%

”

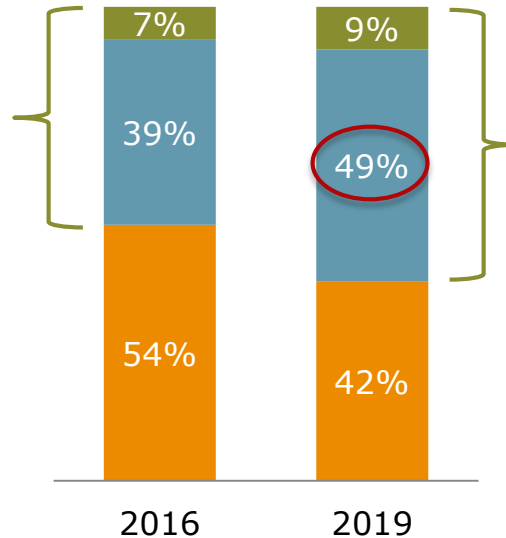
Note: Only mentions of 7% or more in 2019 are shown

Base: All BC Construction Safety Alliance employers: 2016 (413), 2019 (446)

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?

# Employer awareness of BCCSA has grown from less than half to nearly six-in-ten

**46%**  
of employers  
have heard of BC  
Construction  
Safety Alliance



**58%**  
of employers  
have heard of BC  
Construction  
Safety Alliance

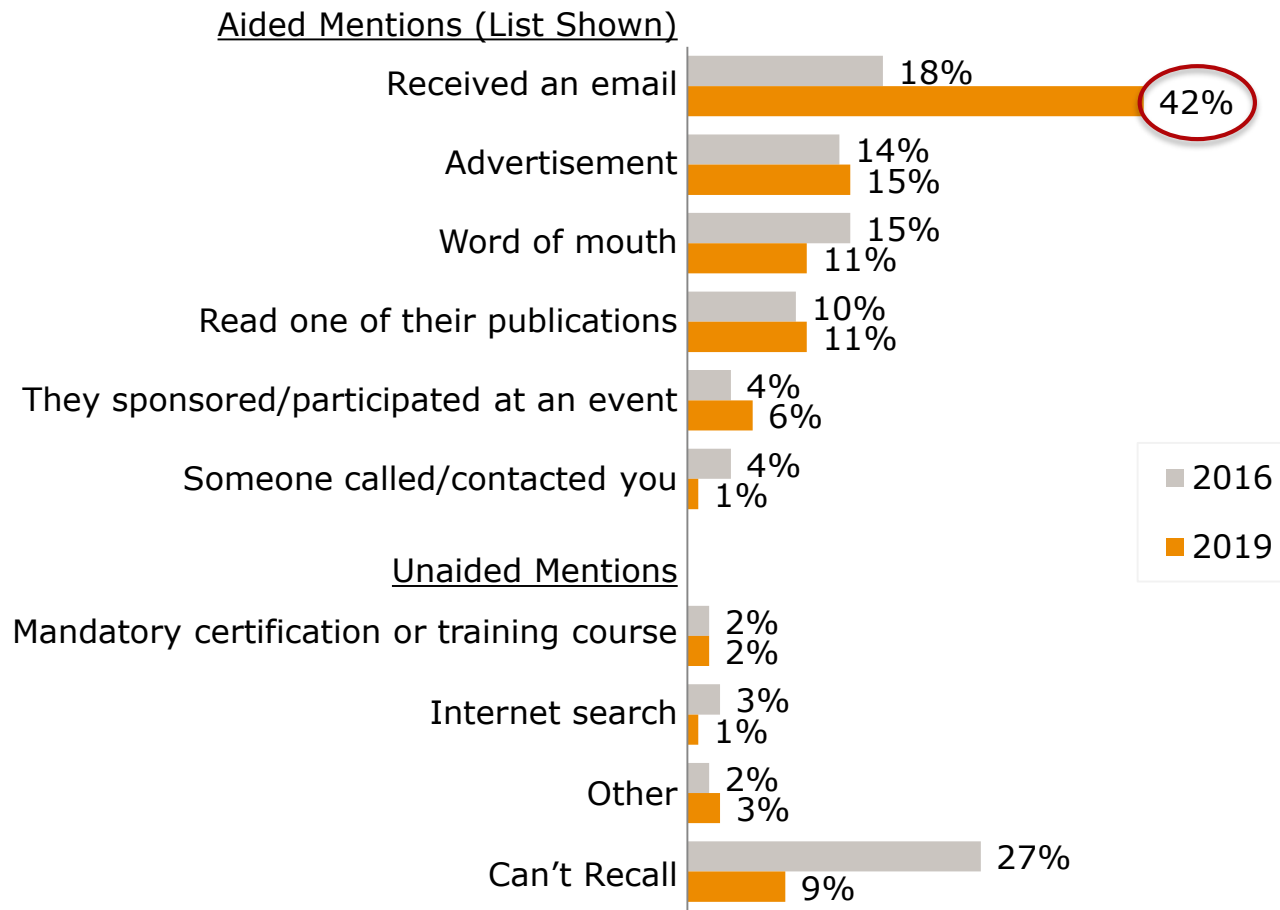
The increase in awareness is driven by more employers recognizing the association's name when prompted (49% do, compared with 39% in 2016)

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

Other Health & Safety Organizations Named (Unaided)*	2016	2019
WorkSafeBC/Worker's Compensation Board	28%	21%

Note: Only mentions of more than 1% in 2019 are shown  
 Base: All BC Construction Safety Alliance employers: 2016 (413), 2019 (446)  
 Q2. Can you think of any organizations in BC that support or promote workplace health and safety in Construction?  
 Q3a. Have you heard of BC Construction Safety Alliance?

# The proportion of employers finding out about BCCSA via email has more than doubled

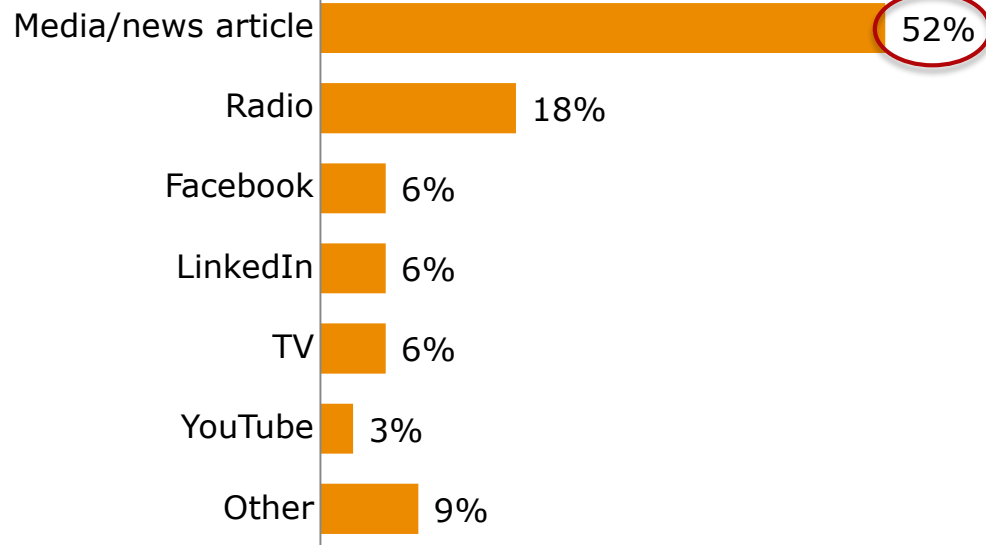


Base: Among those aware of BC Construction Safety Alliance: 2016 (198), 2019 (261)

Q3b. How did you first hear about BC Construction Safety Alliance?

# Among the 35 employers who learned about BCCSA via advertising, media / news articles were the driving force for the majority

## Aided Mentions (List Shown)

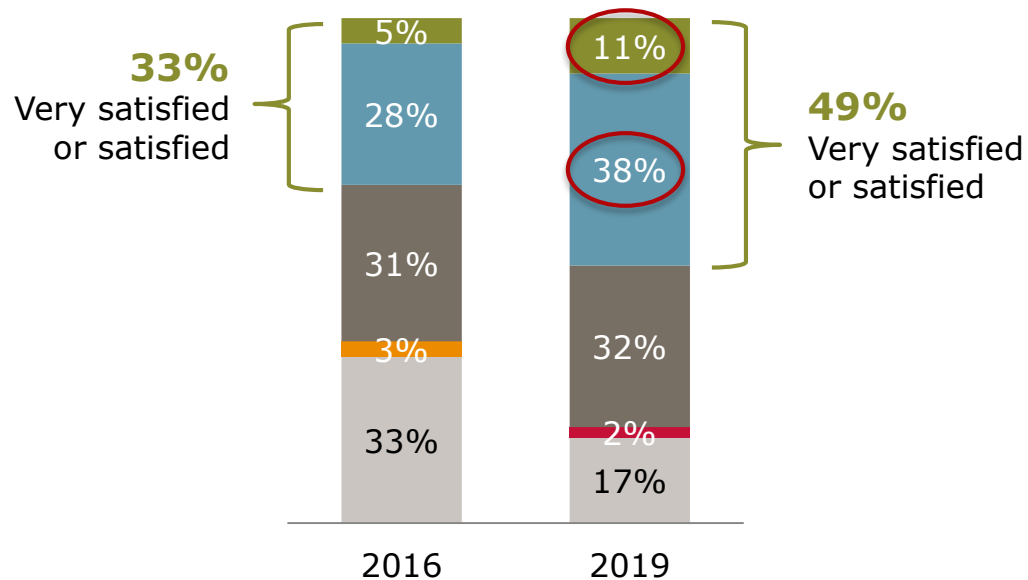


Note: Question added in 2019

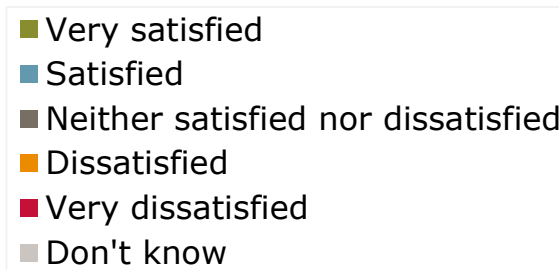
Base: Among those aware of BC Construction Safety Alliance through advertising: 2019 (35)

Q3c. What kind of advertising first made you aware?

# Satisfaction with BCCSA has strengthened; nearly half of those aware of the association are satisfied (compared with one-third in 2016)



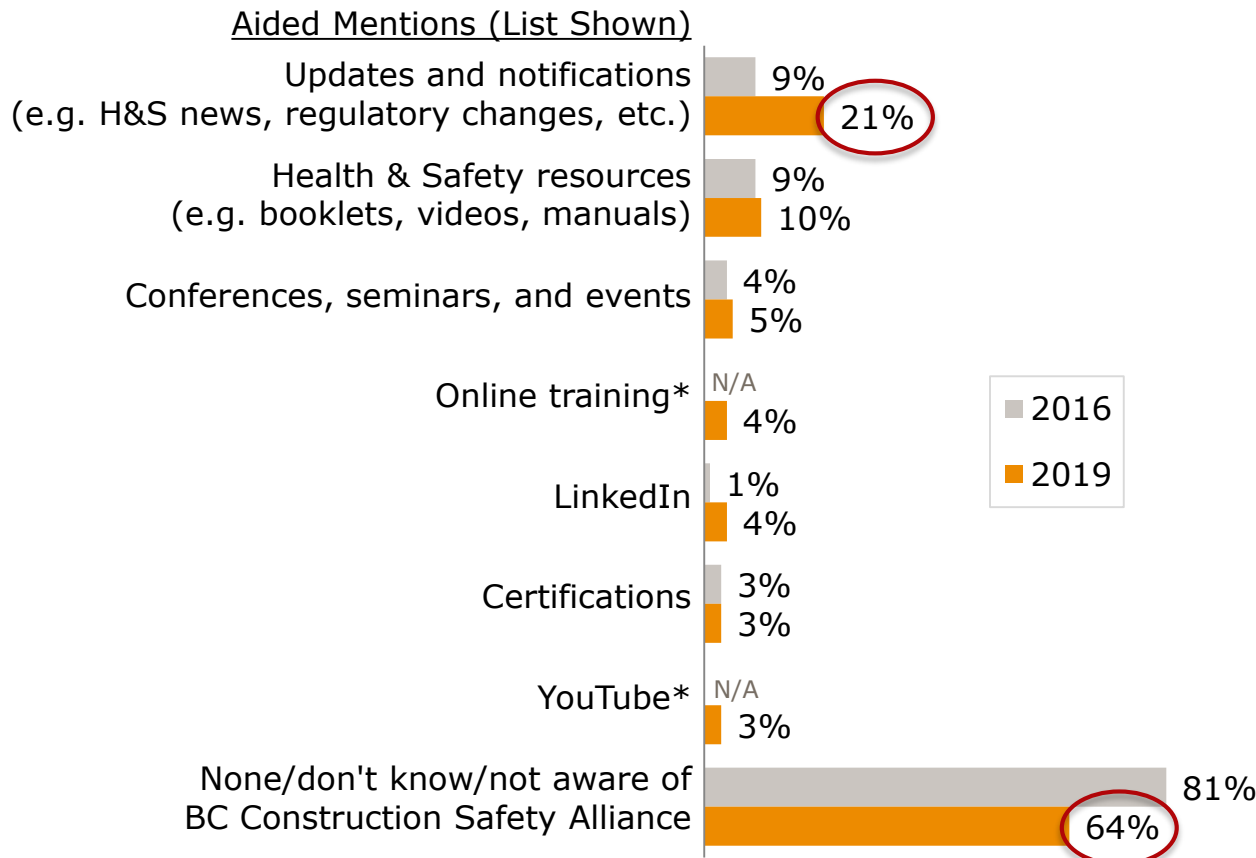
The increase in satisfaction is due to an improvement in both 'very satisfied' ratings (from 5% in 2016 to 11% in 2019) and 'satisfied' ratings (from 28% to 38%)



Base: Among those aware of BC Construction Safety Alliance: 2016 (198), 2019 (261)

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

# One-third of employers recall receiving/using BCCSA communications, up from one-fifth in 2016; updates and notifications are the most common



More employers report having used/received updates and notifications from BCCSA this year (21% vs 9% in 2016)

Among employers aware of BCCSA, 62% recall receiving and/or using BCCSA communications (compared to 41% in 2016)

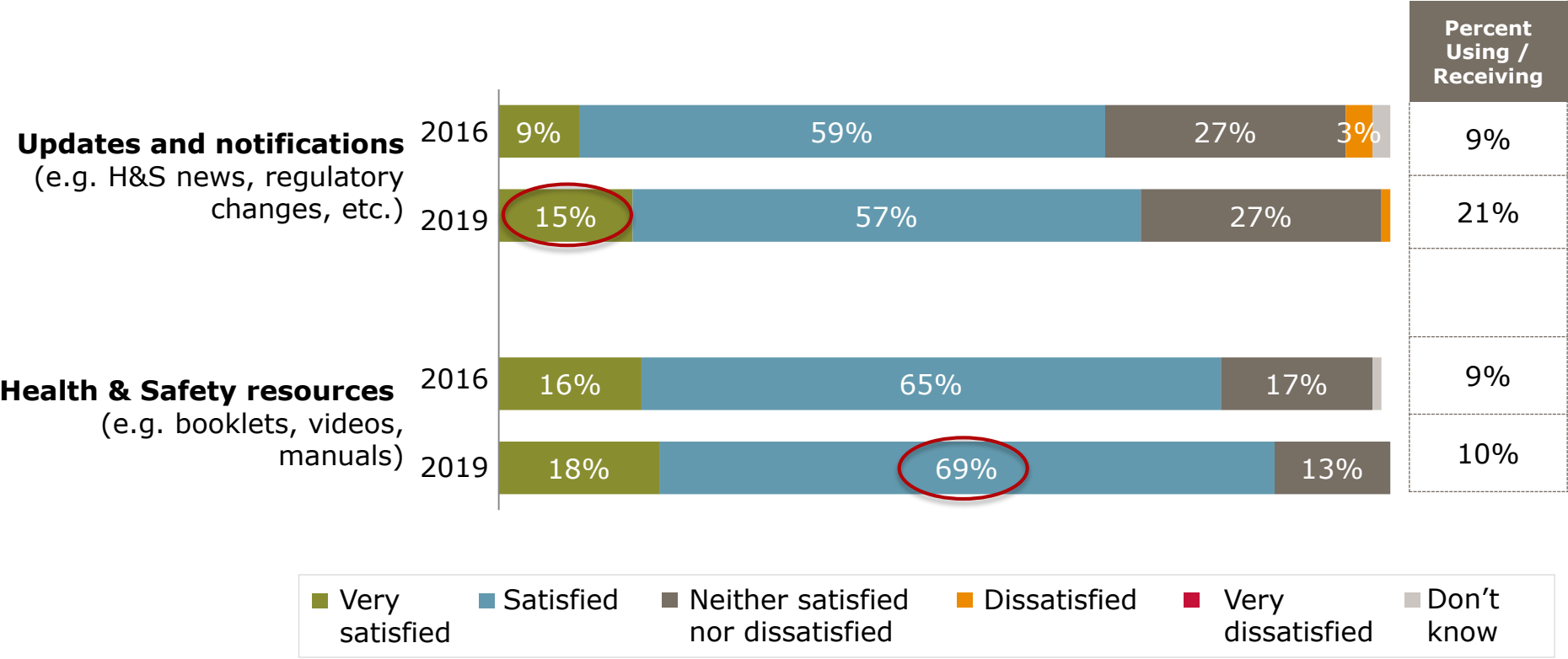
\*Not asked in 2016. Note: Only selections of 3% or more in 2019 are shown

Base: All BC Construction Safety Alliance employers: 2016 (413), 2019 (446)

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



# BCCSA's services and resources continue to be well received; ratings of updates / notifications and H&S resources have both improved

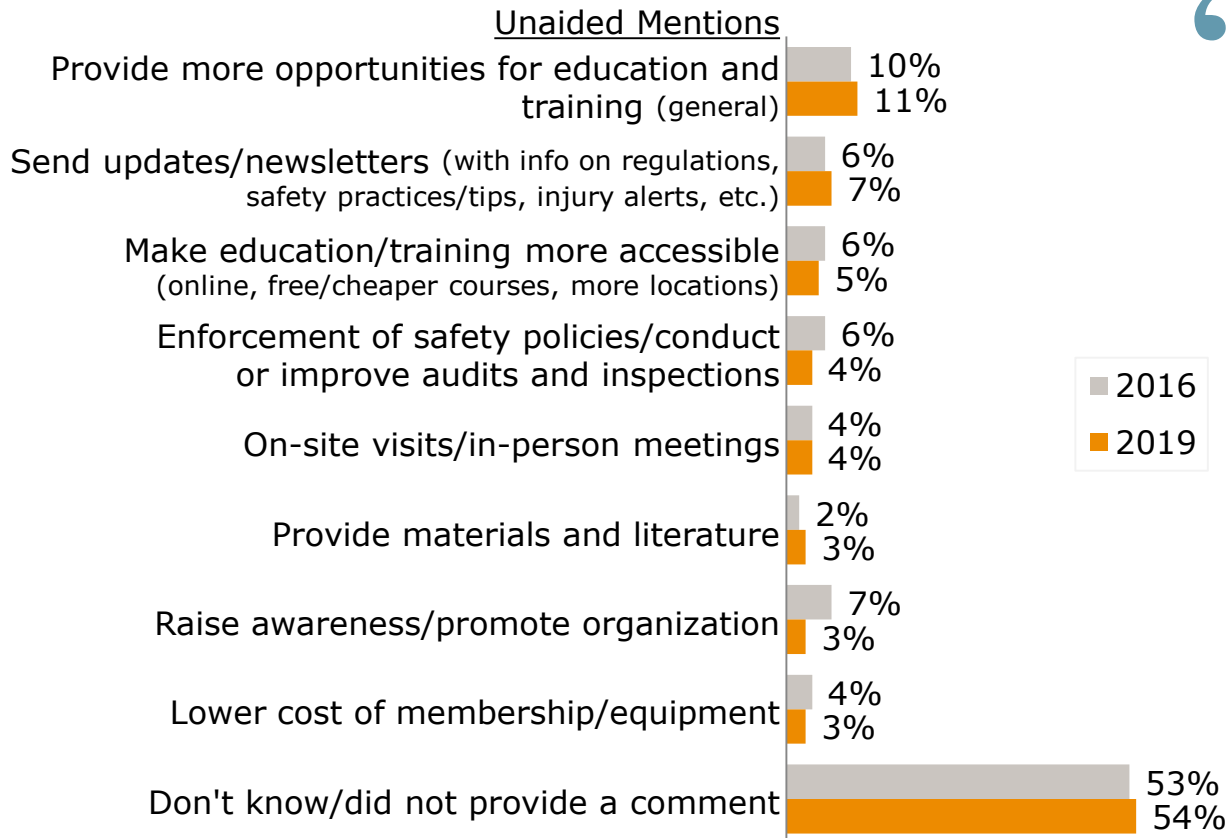


Base: Among those receiving services, resources, and information from BC Construction Safety Alliance: 2016 (31-44), 2019 (52-96)

Note: Only services/resources with 30+ responses are shown.

Q5. The BC Construction Safety Alliance offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from BC Construction Safety Alliance? / Q6. How would you rate the [INSERT EACH ITEM USED/RECEIVED IN Q5] on meeting your needs?

# Employers are still most likely to request more education/training opportunities to better support health and safety



“By offering courses and inviting general contractors and trades to attend and get certifications for this, to feel part of this process, so that workers can feel a part of it and support it as well as for the Safety Alliance to understand the workers needs better and to interact with them

Have safety courses for beginners as well as research the chemical composition of glues and materials used in our industry. Also be more diligent with Asbestos information and procedures

Send out an updated pamphlet with up to date rules and regs every year. Something we can refer to onsite

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

Base: All BC Construction Safety Alliance employers: 2016 (413), 2019 (446)

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

# When looking ahead, employers want BCCSA to focus on providing updates & notifications, health and safety resources and online training

	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)	44	44	13	19	16	14	15	11
Health & Safety Resources (e.g. booklets, videos, manuals)	47	44	24	15	13	17	10	12
Online training*	n/a	44	n/a	17	n/a	14	n/a	13
On-site training*	n/a	29	n/a	11	n/a	11	n/a	7
Certification	25	29	2	8	12	9	11	12
Conferences, seminars, and events	23	21	4	6	6	7	13	8
An in-person meeting or site visit	16	20	6	7	6	6	4	7
Other	3	2	2	1	0	0	1	1
Don't know	26	16	26	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 BC Construction Safety Alliance employers: 2016 (413), 2019 (446)

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

# Most employers continue to prefer receiving BCCSA information via emails, the website and mail

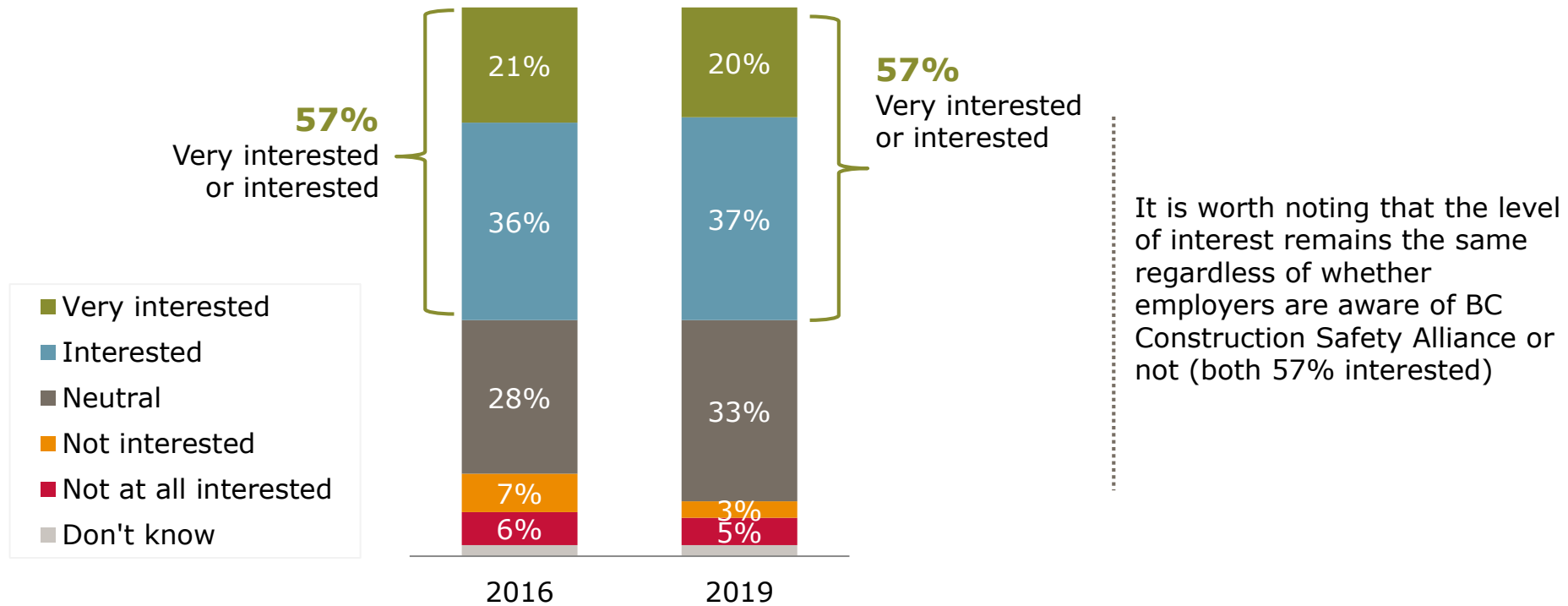
	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
<b>Aided Mentions (List Shown)</b>								
Personal/direct emails	63	54	43	36	15	12	5	6
Group emails (i.e. e-newsletter)	49	49	20	22	19	16	10	11
On the BC Construction Safety Alliance website	38	40	7	9	13	14	18	17
By mail	38	38	8	10	15	14	15	14
In person	9	9	3	3	2	2	4	4
By phone	8	6	1	2	3	2	4	2
Facebook	7	6	0	1	3	2	4	3
LinkedIn	5	3	1	1	2	1	2	1
Instagram*	n/a	1	n/a	0	n/a	1	n/a	0
YouTube*	n/a	10	n/a	2	n/a	4	n/a	4
Other	0	1	0	1	0	0	0	0
No preference	17	13	17	13	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 BC Construction Safety Alliance employers: 2016 (413), 2019 (446)

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

# Stable since 2016, nearly six-in-ten employers are interested in receiving services, resources or information to improve workplace health and safety



Base: All BC Construction Safety Alliance employers: 2016 (413), 2019 (446)

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 % (413)	2019 % (446)	2016 % (215)	2019 % (269)	2016 % (150)	2019 % (127)	2016 % (29*)	2019 % (30)	2016 % (19*)	2019 % (16*)
<b>Number of Employees in BC</b>										
None/No employees	16	12	22	15	6	6	0	0	0	0
1-3 employees	54	58	67	73	39	35	3	7	0	0
4-19 employees	25	23	10	10	53	51	55	60	5	6
20-99 employees	5	5	<1	1	3	4	41	33	74	88
100+ employees	<1	2	0	1	0	4	0	0	21	6
<b>Subsector</b>										
7040 Oil & Gas or Mineral Resources	1	0	1	0	0	0	0	3	0	6
7120 Metal and Non-Metallic Mineral Products	<1	0	<1	0	0	0	3	0	0	0
7210 General Construction	93	93	92	93	96	92	84	90	95	81
7220 Heavy Construction	1	1	1	1	2	1	3	0	5	0
7230 Road Construction or Maintenance	5	4	6	4	2	4	10	7	0	13
7640 Other Services (not specified)	0	2	0	2	0	2	0	0	0	0
7670 Utilities	0	0	0	0	0	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.

# Employer Profile

	Total		Very Small		Small		Medium		Large	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
(base)	(413)	(446)	(215)	(269)	(150)	(127)	(29*)	(30)	(19*)	(16)
<b>Role in Company</b>										
<u>Aided List</u>										
Business owner	75	78	83	84	69	75	34	43	11	19
Senior executive	1	2	0	1	1	2	7	7	16	19
Manager	6	3	2	2	11	4	21	17	11	13
Supervisor	2	1	1	1	3	2	3	0	5	0
Staff member	1	1	1	1	1	2	3	0	5	6
Dedicated health and safety position	3	3	1	1	2	2	14	13	53	43
Internal bookkeeper/accountant	7	7	5	4	10	11	14	17	0	0
<u>Unaided Mentions</u>										
All of the above	2	2	3	2	0	1	0	0	0	0
Contracted	1	0	<1	1	1	0	0	0	0	0
Self Employed	1	1	1	1	0	0	0	0	0	0
Office Manager/Admin	0	0	0	0	1	0	3	3	0	0
Other	1	1	<1	1	2	0	3	0	0	0
None/Don't know	0	1	0	1	0	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](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.

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[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

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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)

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6th Floor, 543 Granville Street  
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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**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](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
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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.**