

# Energy Safety Canada (formerly ENFORM)

## Market Penetration Survey Report

April 1, 2019

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# Objectives & Methodology

# Objectives & Methodology

- WorkSafeBC, in partnership with Energy Safety Canada (formerly ENFORM), carried out the second survey with employers in BC's oil and gas sector, following up initial research conducted in 2016.
- The main objectives of the survey were to measure employer awareness of Energy Safety Canada and identify their needs and preferences for health and safety information and support
- The survey covered the following topics:
  - General perceptions around safety in oil and gas
  - Awareness of Energy Safety Canada
  - Satisfaction with Energy Safety Canada
  - Usage of and satisfaction with the services, resources, and information provided by Energy Safety Canada
  - 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 177 surveys were obtained from employers falling within Energy Safety Canada's industry subsectors, including in Petroleum, Coal, Rubber, Plastic, and Chemical Products and in Oil & Gas or Mineral Resources. *Note: no completes were obtained in Utilities*
- The survey sample was weighted by company size<sup>1</sup> to match the actual employer composition for the sector

Year	Employers Contacted (by email and/or phone)	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
2016	1,436	193	14%	±7%
2019	1,484	177	12%	±7%

<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

## **Oil & Gas Industry Perceptions of Workplace Health & Safety**

Employers in the oil and gas sector continue to be very positive about workplace safety, with over three-quarters saying it is improving. Compared to 2016, there has been a slight increase in the number of employers who feel workplace safety is improving (79%, up from 74% in 2016).

Also consistent with 2016, the main health and safety risks cited by employers in the industry are driving, accidents or poor road conditions (mentioned by 37%) and lack of knowledge, training or experience (mentioned by 25%). Concern about driving, accidents and road conditions has increased slightly (in 2016, 31% mentioned it).

## **Awareness and Satisfaction with Energy Safety Canada**

Awareness of Energy Safety Canada remains extremely high; 97% have heard of the association. That said, the proportion of employers in oil and gas that can name the association without prompting remains relatively low at 15% (generally in-line with the 20% who could do so in 2016). There is opportunity for increased targeted communications to raise awareness.

Employers tend to find out about Energy Safety Canada through mandatory certifications or training courses (27%) or word of mouth (22%). Though still the top mention, fewer employers became aware through mandatory certification or training courses this year compared to 2016 (27% vs 38% in 2016), which the association may want to explore.

# Executive Summary

## **Awareness and Satisfaction with Energy Safety Canada (cont'd)**

Consistent with 2016, employers who are aware of Energy Safety Canada are largely satisfied (69%) with the association's performance on promoting health and safety in the industry, although employers are less likely to say they are very satisfied (13% vs. 18% in 2016), alluding to opportunities to improve.

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

Given that awareness is nearly universal, it follows that the majority of employers (88%) recall receiving and/or using Energy Safety Canada communications.

Online training and certifications are the most utilized at 53% and 46%, respectively. The top certifications employers mention include: H2S Alive, BOP Certification / Well Service / Well Control, Certificate of Recognition (COR)/SECOR and Safety Management & Regulatory Awareness for Wellsite Supervision (SARA). Coming in third most frequently accessed, usage of health & safety resources (e.g. booklets, videos, manuals) has edged down slightly from 41% in 2016 to 33% in 2019.

Energy Safety Canada's services and resources continue to be well received by the majority of employers using them. However the proportion of employers using and receiving selected services and resources has declined; certifications (46% vs. 53% in 2016), health and safety resources (33% vs. 41% in 2016) and updates and notifications (29% vs. 35% in 2016). The association may want to explore the distribution, awareness and communication strategy for employers for these items.

# Executive Summary

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

Employers continue to suggest that Energy Safety Canada could support the industry by expanding the range of education and training opportunities. Employers are interested in education and training being more accessible which includes increasing online courses, providing more locations for training as well as considering lower cost/free training.

Looking to the future, when given a list of options to choose from, employers prioritize Energy Safety Canada providing online training, updates & notifications, certifications and health & safety resources, to improve workplace health and safety.

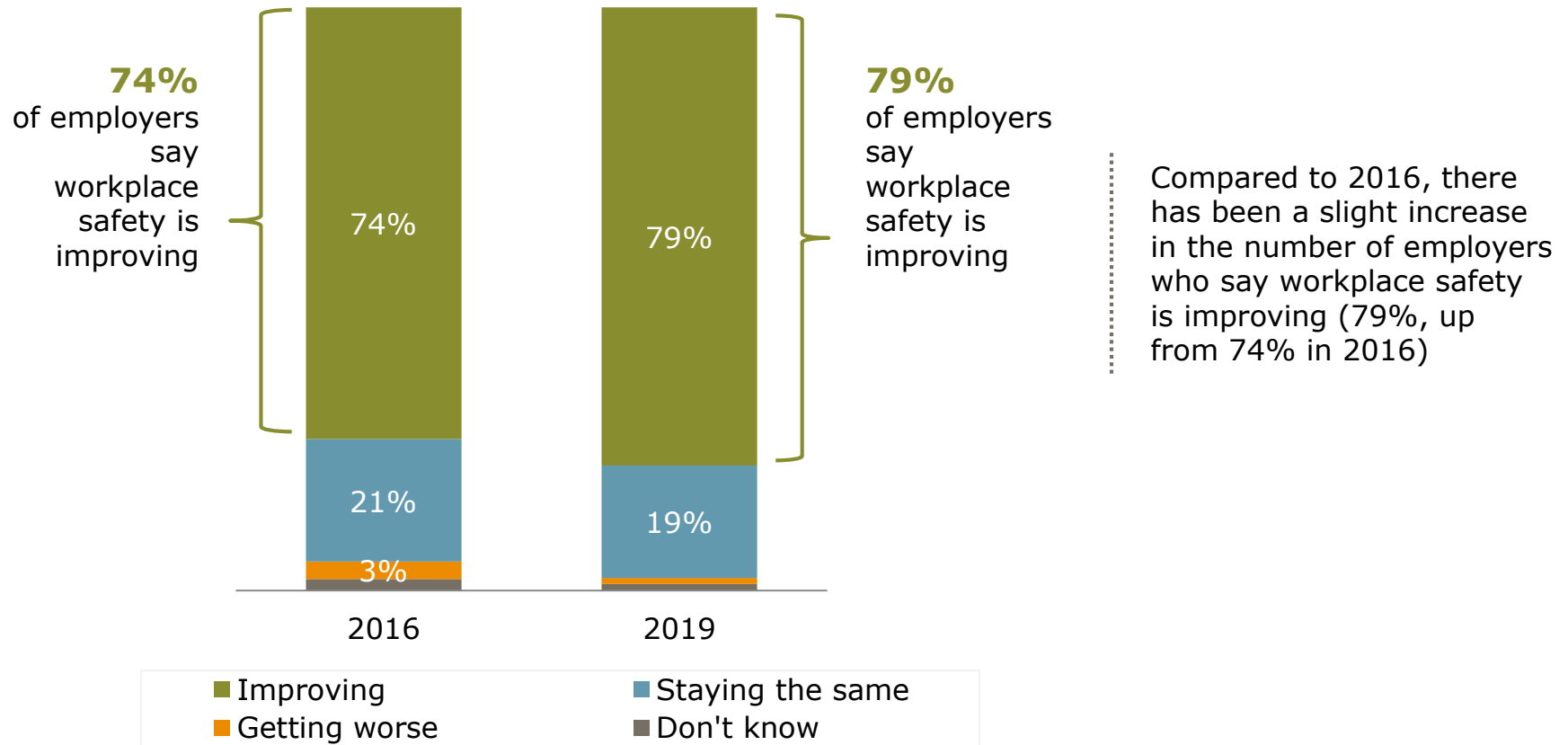
## **Employer Communication Preferences**

Nearly two thirds of employers are interested in receiving services resources or information to improve workplace health and safety. Employers prefer to receive communication from Energy Safety Canada via email and the website.



# Summary of Findings

# Employers in the oil and gas sector continue to be very positive about workplace safety, with over three-quarters saying it is improving

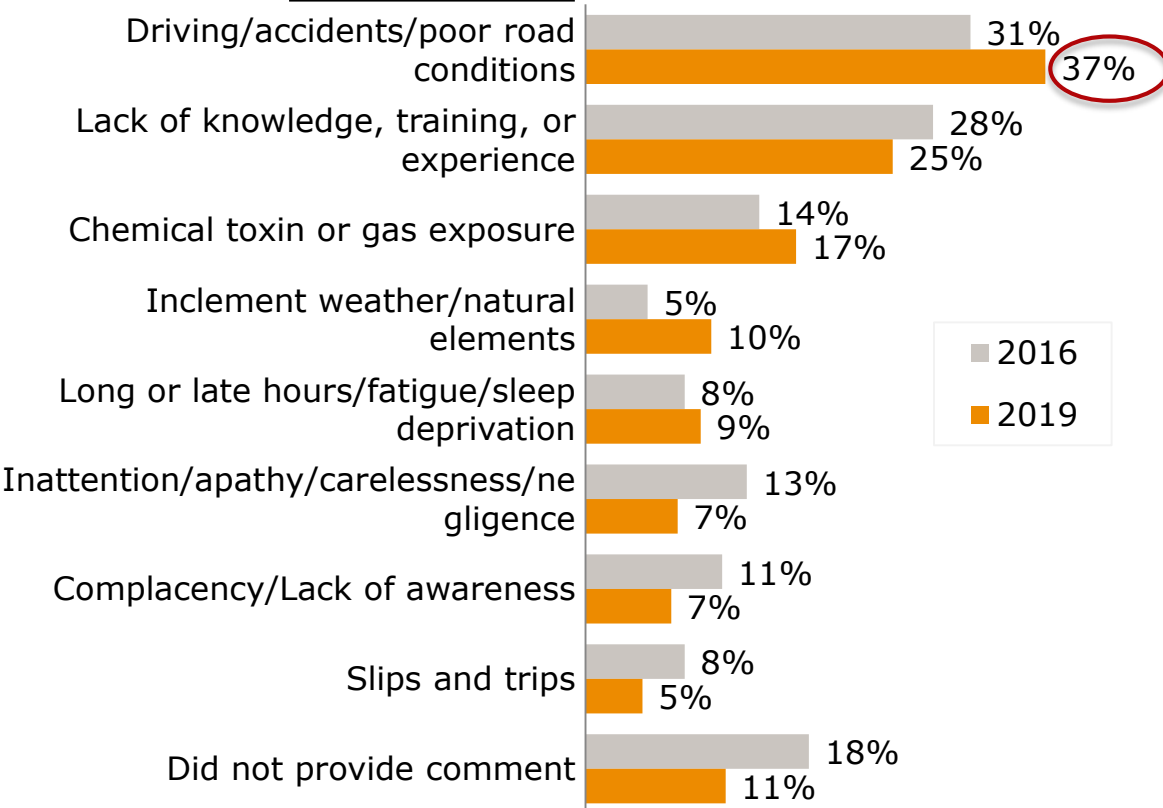


Base: All Energy Safety Canada/ENFORM employers: 2016 (193), 2019 (177)

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

# The main health and safety risks cited by employers in the industry continue to be related to driving and a lack of training or experience

## Unaided Mentions



“ Driving is the greatest risk exposure we have

Lack of training by companies

Lack of experience and knowledge in operating experience

Gas and h2s exposure

Changing weather conditions

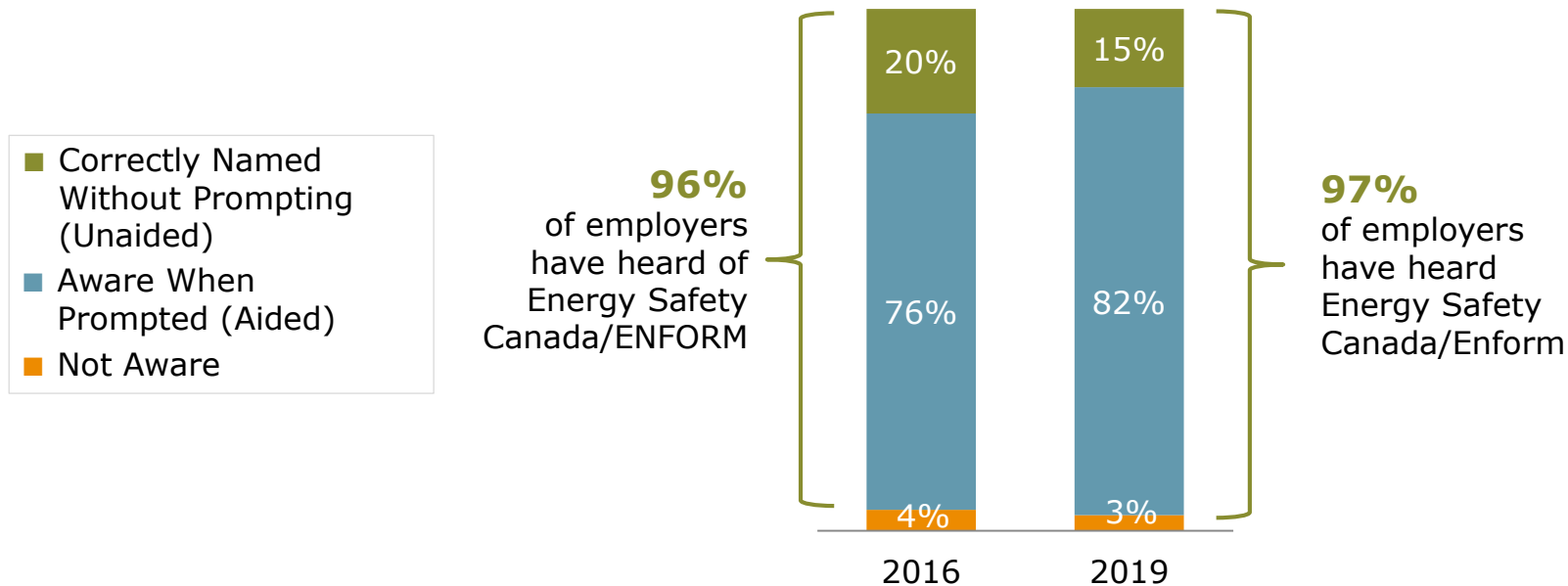
”

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

Base: All Energy Safety Canada/ENFORM employers: 2016 (193), 2019 (177)

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, virtually all employers in the industry have heard of Energy Safety Canada and/or ENFORM



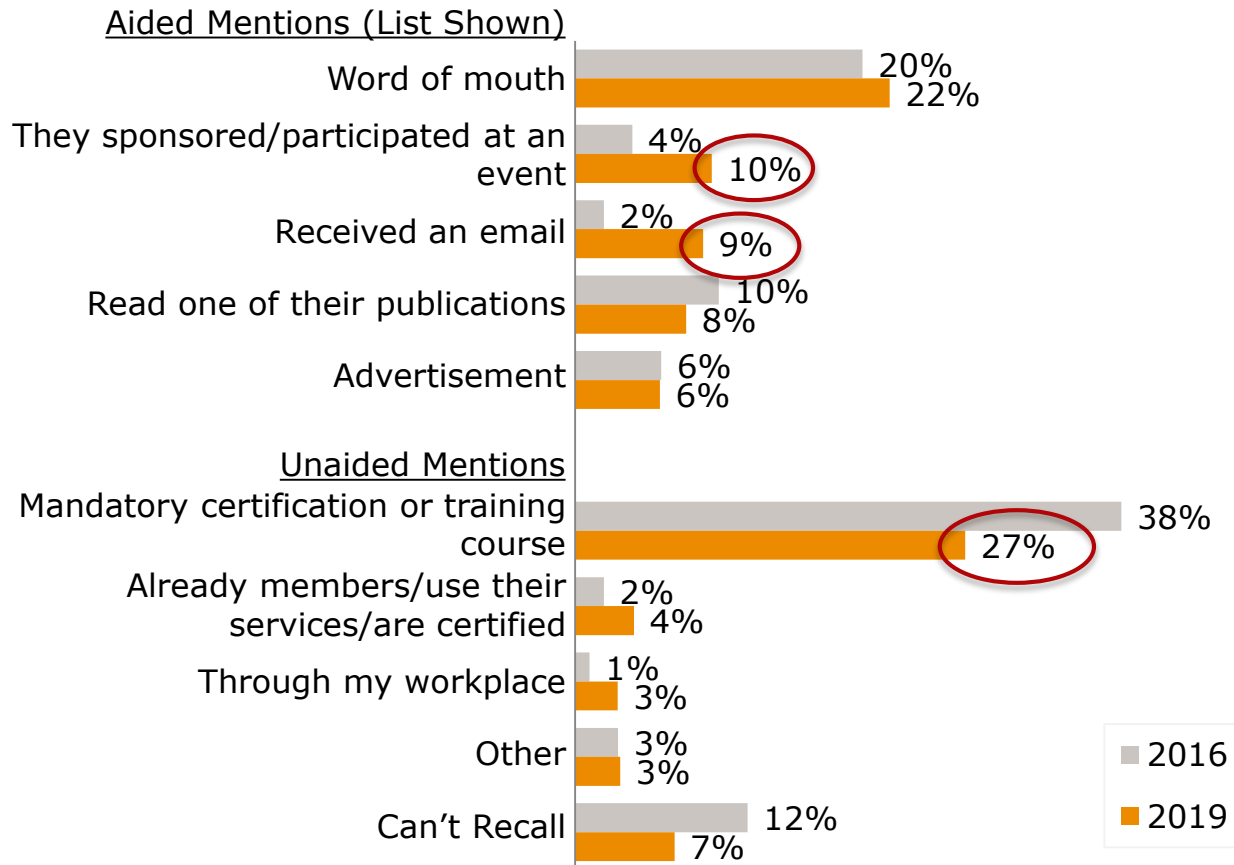
Other Health & Safety Organizations Named (Unaided)	2016	2019
WorkSafeBC/Worker's Compensation Board	17%	18%
BC Oil & Gas Commission (BCOGC / OGC)	12%	13%
Canadian Centre for Occupational Health & Safety (CCOHS / OH&S)	4%	6%

Base: All Energy Safety Canada/ENFORM employers: 2016 (193), 2019 (177)

Q2. Can you think of any organizations in BC that support or promote workplace health and safety in the Oil & Gas Industry?

Q3a. Have you heard of Energy Safety Canada (formerly ENFORM)?

# Employers remain most likely to become aware of Energy Safety Canada through mandatory certifications/training or word of mouth



Though still the top mention, fewer employers became aware of the association through mandatory certification or training courses compared to the previous research (27% vs 38% in 2016)

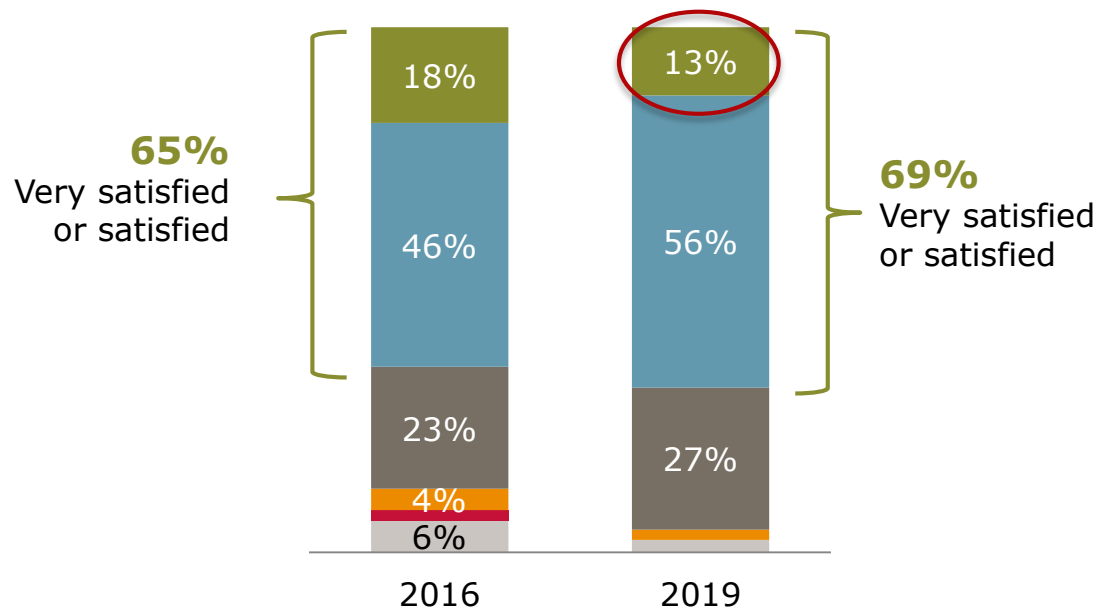
Conversely, slightly more employers heard about Energy Safety Canada through events they sponsored or by receiving an email this year

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

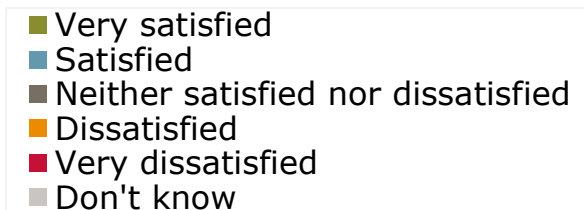
Base: Among those aware of Energy Safety Canada/ENFORM: 2016 (186), 2019 (171)

Q3b. How did you first hear about Energy Safety Canada (formerly ENFORM)?

# Around seven-in-ten employers who are aware of Energy Safety Canada are satisfied with the association's performance promoting health and safety, which is similar to 2016



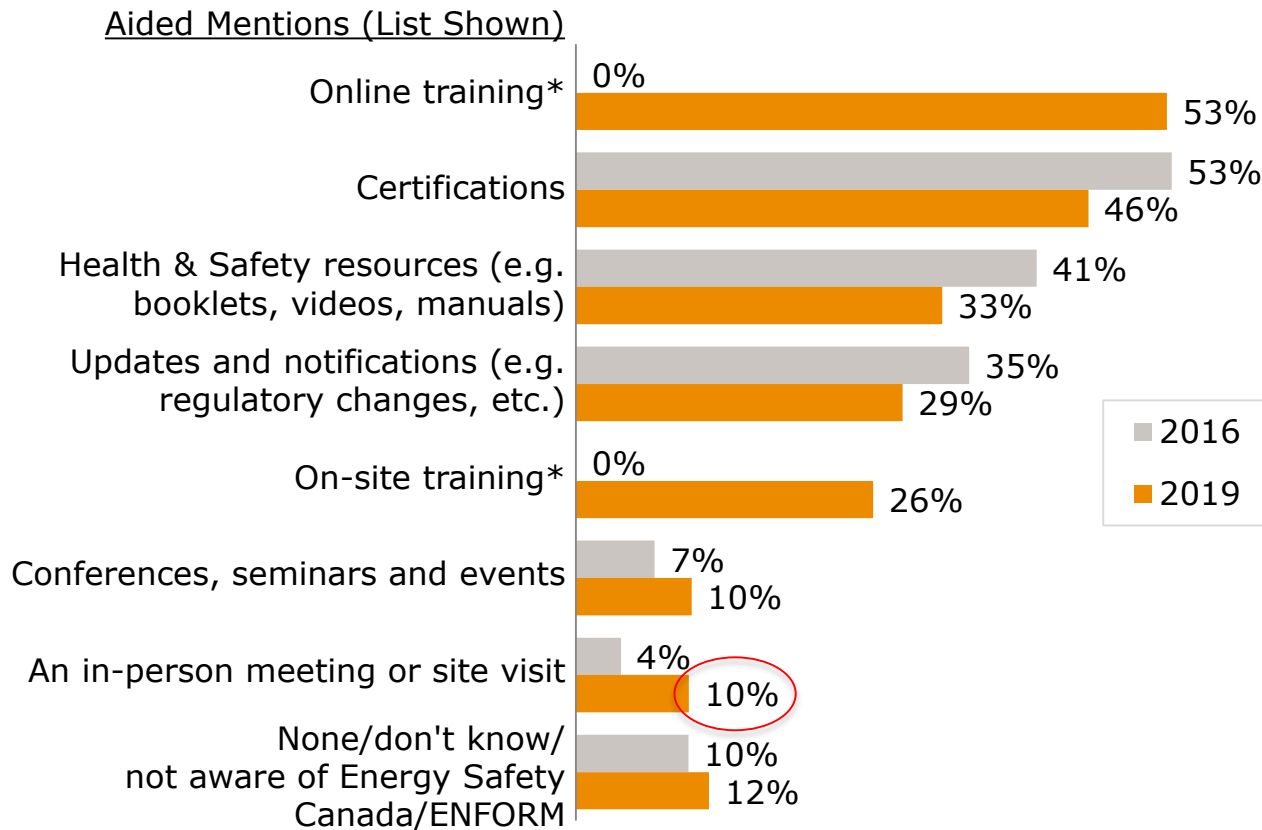
Compared to the previous research, slightly fewer employers who are aware of Energy Safety Canada report being 'very satisfied' with the association's performance compared to the (13% are vs. 18% in 2016).



Base: Among those aware of Energy Safety Canada/ENFORM: 2016 (186), 2019 (171)

Q4. Overall, how satisfied are you with what Energy Safety Canada (formerly ENFORM) is doing to promote health and safety in your industry?

# Nine-in-ten employers recall receiving/using Energy Safety Canada communications; online training and certifications are the most utilized



## Certifications Mentioned

- (among 82 employers)
- H2S Alive (34%)
  - BOP Certification / Well Service / Well Control (13%)
  - Certificate of Recognition (COR)/SECOR (10%)
  - Safety Management & Regulatory Awareness for Wellsite Supervision (SARA) (9%)

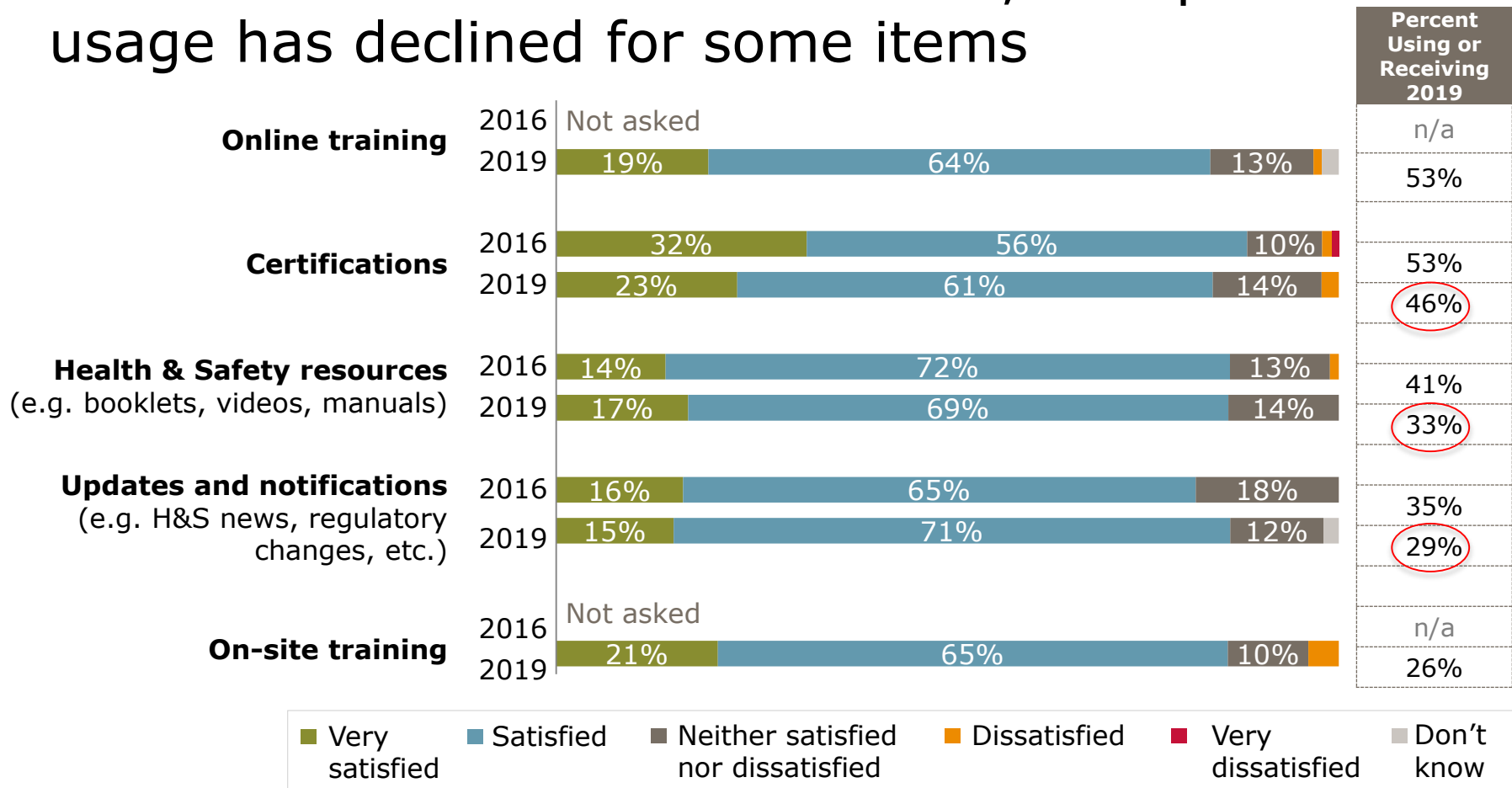
\*Not asked in 2016

Note: Only selections of 10% or more in 2019 are shown. Only certifications mentioned by 9% or more of those receiving are shown.

Base: All Energy Safety Canada/ENFORM employers: 2016 (193), 2019 (177)

Q5. Energy Safety Canada (formerly ENFORM) offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from Energy Safety Canada (formerly ENFORM)? [IF CERTIFICATIONS SELECTED]: Specify which certifications.

# Although employers continue to be satisfied with association's services & resources, receipt and usage has declined for some items



Base: Among those receiving services, resources, and information from Energy Safety Canada/ENFORM: 2016 (67-165), 2019 (48-93). Note these base sizes are the actual number of employers responding (i.e. the unweighted base size)

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

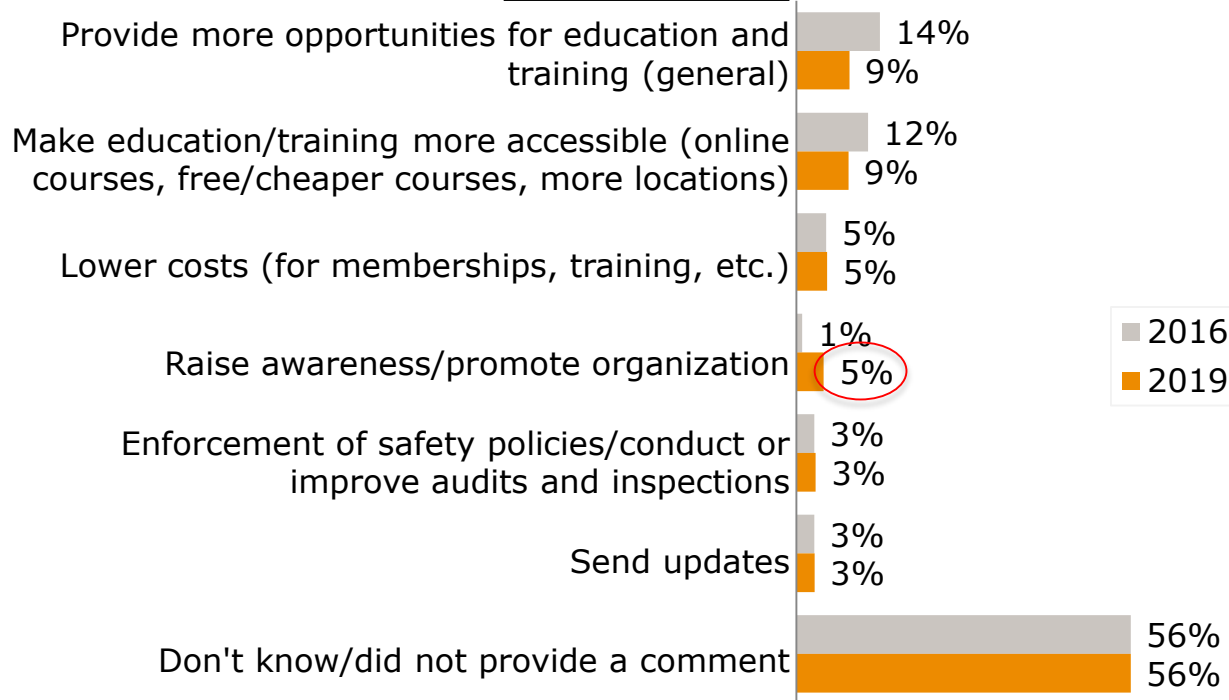
Q5. Energy Safety Canada (formerly ENFORM) offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from Energy Safety Canada (formerly ENFORM)?

Q6. How would you rate the [INSERT EACH ITEM USED/RECEIVED IN Q5] on meeting your needs?



# Employers are still most likely to suggest that Energy Safety Canada could better support the industry by expanding the range of education & training opportunities

## Unaided Mentions



Refresher courses instead of the same exact course every three years.

More workshop events addressing legislation changes to industry

Have local safety training suppliers do more training to eliminate some of the travelling to Nisku

Allow new, young people, access to courses at discount rates to encourage acceptance of the industry and safety compliance  
Workplace training

More visibility in the workplace ”

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

Base: All Energy Safety Canada/ENFORM employers: 2016 (193), 2019 (177)

Q7. In what ways could Energy Safety Canada (formerly ENFORM) better serve or support your company and industry to improve health and safety in your workplace?/The Energy Safety Canada (formerly ENFORM) is the health and safety association for the Oil & Gas industry in BC. With this in mind, in what ways could Energy Safety Canada (formerly ENFORM) serve or support your company and industry to improve health and safety in your workplace?

# Providing online training, updates & notifications, certifications and health & safety resources are the top choices on how Energy Safety Canada can 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>								
Online training	n/a	54	n/a	23	n/a	21	n/a	10
Updates & notifications (e.g. H&S news, regulatory changes)	57	51	18	19	14	12	25	20
Certifications	40	47	9	21	20	15	11	11
Health & Safety Resources (e.g. booklets, videos, manuals)	56	47	14	10	24	17	18	20
On-site training	n/a	29	n/a	9	n/a	11	n/a	9
Conferences, seminars, and events	9	16	1	5	1	4	7	7
An in-person meeting or site visit	6	10	2	3	1	4	3	3
Other	4	2	2	1	1	0	1	1
Don't know	15	9	15	9	n/a		n/a	

Base: All Energy Safety Canada/ENFORM employers: 2016 (193), 2019 (177) Note: Second and third preferences were optional. Online and on-site training were not included in the 2016 survey.

Q8. Looking ahead, what kinds of services, resources, or information from Energy Safety Canada (formerly ENFORM) would most help you improve health and safety in your workplace?

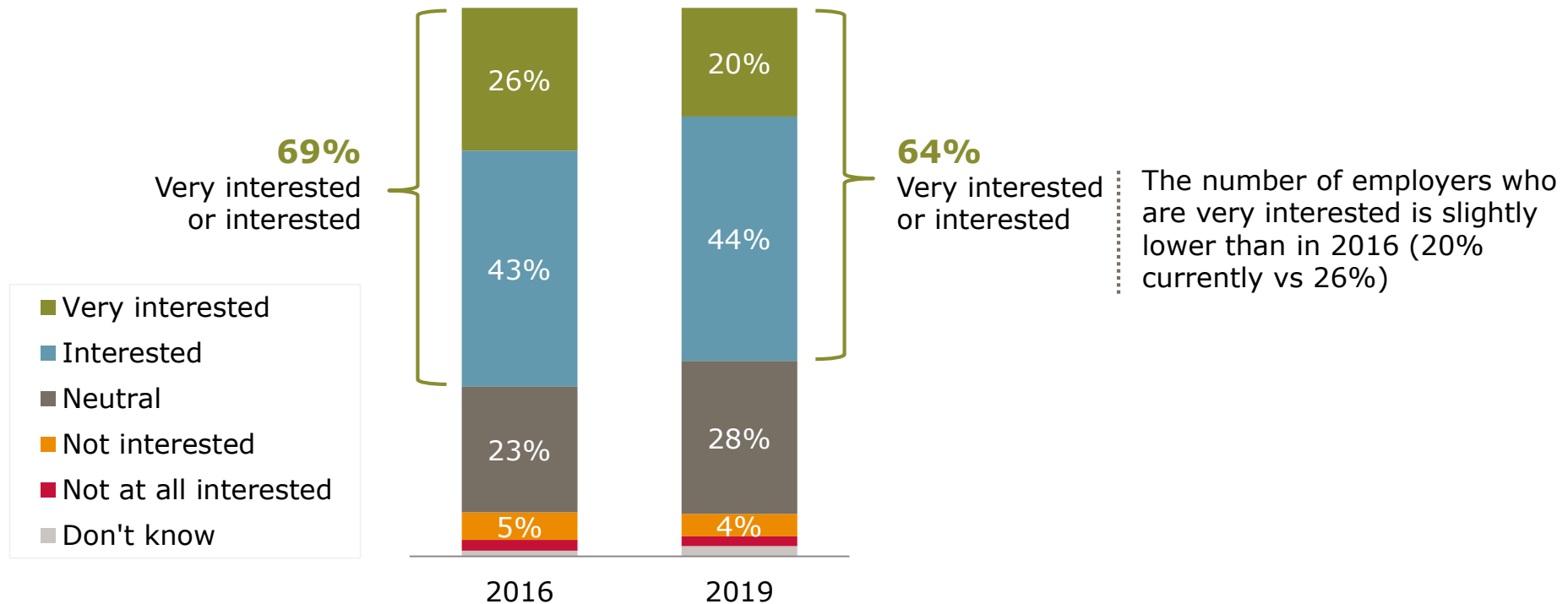
# The top choices for communication from Energy Safety Canada continue to be email and the website

	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
<b>Aided Mentions (List Shown)</b>								
Personal/direct emails	70	62	47	40	17	11	6	11
On the Energy Safety Canada/ENFORM website	53	60	11	16	21	24	21	20
Group emails (i.e. an e-newsletter subscription)	56	54	19	18	23	22	14	14
By mail	36	29	9	7	12	13	15	9
By phone	7	9	0	2	3	4	4	3
In-person	8	6	2	2	2	1	4	3
LinkedIn	8	5	0	1	2	2	6	2
YouTube	n/a	6	n/a	1	n/a	1	n/a	4
Facebook	2	3	0	1	0	0	2	2
Twitter	1	1	1	0	0	0	0	1
Instagram	n/a	2	n/a	0	n/a	1	n/a	1
Other	0	3	0	2	0	1	0	0
No preference	11	10	11	10	n/a		n/a	

Base: All Energy Safety Canada/ENFORM employers: 2016 (193), 2019 (176) Note: Second and third preferences were optional.

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

# About two-thirds of oil & gas sector employers are interested in receiving services, resources or information to improve workplace health and safety



Base: All Energy Safety Canada/ENFORM employers: 2016 (193), 2019 (177)

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)	(193)	(177)	(140)	(131)	(34)	(28*)	(13*)	(12*)	(6*)	(2*)
<b>Number of Employees in BC</b>										
None/No employees	18	16	22	19	5	0	0	0	0	0
1-3 employees	56	57	65	70	43	29	0	0	0	0
4-19 employees	16	15	7	4	49	60	54	50	0	0
20-99 employees	6	9	2	4	0	7	37	50	63	100
100+ employees	5	3	3	3	3	4	8	0	37	0
<b>Subsector</b>										
7040 Oil & Gas or Mineral Resources	50	44	42	35	70	61	76	92	74	100
7130 Petroleum, Coal, Rubber, Plastic, and Chemical Products	50	56	58	65	30	39	24	8	26	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
	% (193)	% (177)	% (140)	% (131)	% (34)	% (28*)	% (13*)	% (12*)	% (6*)	% (2*)
(base)										
<b>Role in Company</b>										
<u>Aided List</u>										
Business owner	59	62	67	70	48	45	14	8	0	0
Senior executive	3	2	2	2	3	4	8	8	18	0
Manager	10	10	6	6	16	18	25	25	63	50
Supervisor	9	5	10	5	5	4	6	0	0	0
Staff member	2	2	2	2	3	7	0	0	0	0
Dedicated health and safety position	8	6	3	4	22	11	40	34	18	0
Internal bookkeeper/accountant	7	10	9	8	3	7	6	17	0	50
<u>Unaided Mentions</u>										
All of the above	0	0	1	0	0	0	0	0	0	0
Office manager/admin	1	1	1	1	0	4	0	0	0	0
Contracted	0	0	1	0	0	0	0	0	0	0
Other	0	2	0	2	0	0	0	8	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](#)

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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 &amp; 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

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[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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WorkSafeBC & Sentis Research

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[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
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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.**