

go2HR (go2 Tourism & Hospitality Health & Safety Division)

Market Penetration Survey

2022

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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 size¹ to match the actual employer composition for the sector.

Survey Timeframe	Survey Responses	Margin of Error
February 1 – March 3, 2022	290	±5.8%

¹**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 hospitality and tourism are confident workplace safety is improving (1-in-2) or at least staying the same (1-in-3). Their main concerns are burns/fires, slips/trips and cuts.

2

Just under half of employers are aware of go2HR, and among this group, 4-in-10 are very satisfied or satisfied with what the association is doing to promote health and safety in the industry. Email is the primary driver of awareness, supported by publications, advertisements and word of mouth. Awareness tends to bolster confidence. That is, employers who are aware of Go2HR are more likely than their peers who aren't aware of the association to think workplace safety is improving. Very small employers are less likely than their larger counterparts to be aware of Go2HR, as well as less satisfied with what the association is doing to promote H&S.

3

3-in-10 employers have used a go2HR service, resource or information. Updates and notifications and health & safety resources are the most popular, and employers who have used them tend to be very satisfied or satisfied. These are also the two areas employers would like go2HR to focus on in the future.

Key Findings

4

Just over half of employers are very interested or interested in receiving services, resources or information to improve health and safety in their workplace. Given a choice, they would prefer go2HR email them, either personally or as part of a group. Close to half would also like to be able to access information on the association's website.

5

Employers in tourism and hospitality are generally confident (8-in-10 are) that their workplaces are inclusive and psychologically healthy and safe. Fewer, about half, feel that mental health is taken seriously in the industry and that they have enough resources to prevent mental health injuries in the workplace.

6

When it comes to the association's role in helping employers support workers' mental health, the majority of employers either don't know (4-in-10) or are neutral (3-in-10). If they were available, employers would be most interested in resources about learning how to recognize and support mental health struggles, as well as reduce stress in the workplace.

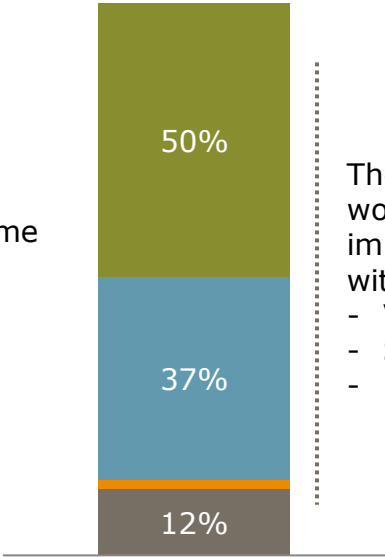
Detailed Findings

1-in-2 employers in hospitality and tourism thinks workplace safety is improving.

Perceptions of Workplace Health & Safety

Awareness tends to bolster confidence. That is, employers who are aware of Go2HR are more likely than their peers who aren't aware of the association to think workplace safety is improving (54% vs. 46%, respectively).

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



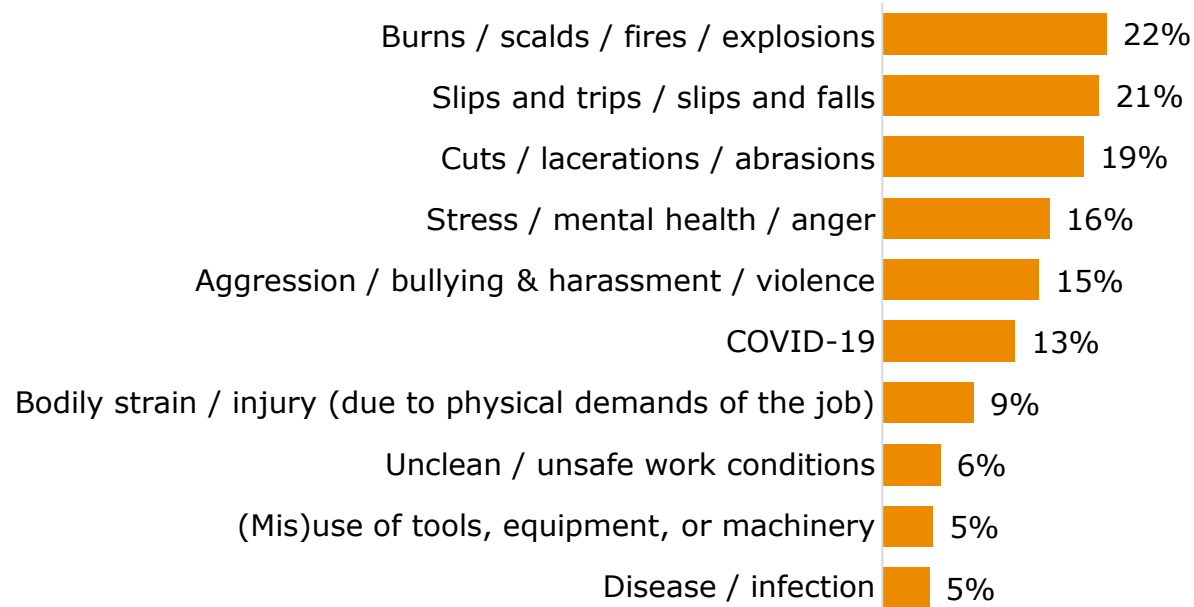
The perception that workplace safety is improving increases with size:

- Very small: 43%
- Small: 58%
- Medium/large: 63%

Base: Total 2022 (290)
Q1. Generally speaking, would you say that workplace safety in your industry is...

Burns/fires, slips/trips and cuts are the main health and safety concerns among hospitality and tourism employers.

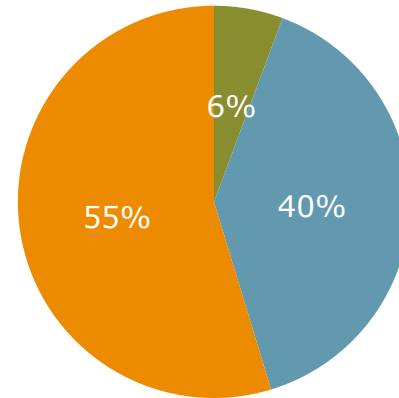
Employer Health and Safety Concerns



Just under half of employers are aware of Go2HR.

Awareness

- Correctly named without prompting (unaided)
- Aware when prompted (aided)
- Not aware



Very small employers are less likely than their larger counterparts to be aware of Go2HR (38% are, vs. 51% of small employers and 54% of medium/large employers).

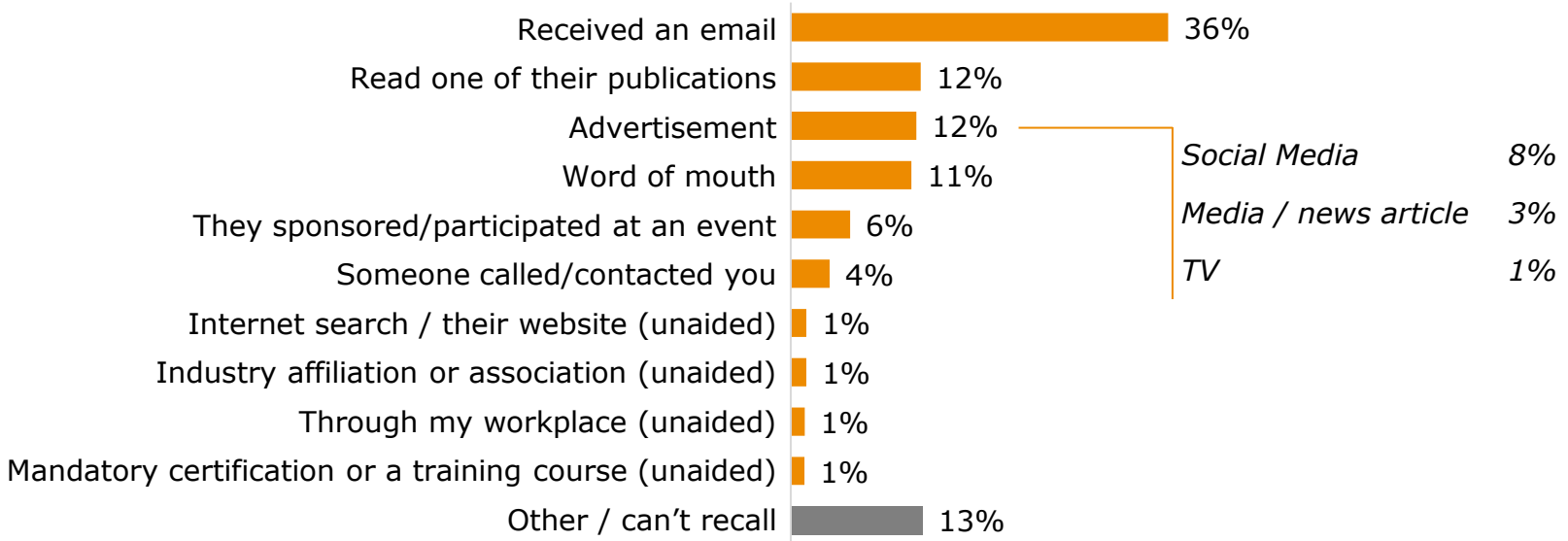
Base: Total 2022 (290)

Q2. Can you think of any organizations in BC that support or promote workplace health and safety in Hospitality and Tourism? Please list up to three.

Q3. Have you heard of go2HR (go2 Tourism & Hospitality Health & Safety Division)?

Email is the primary driver of awareness for Go2HR.

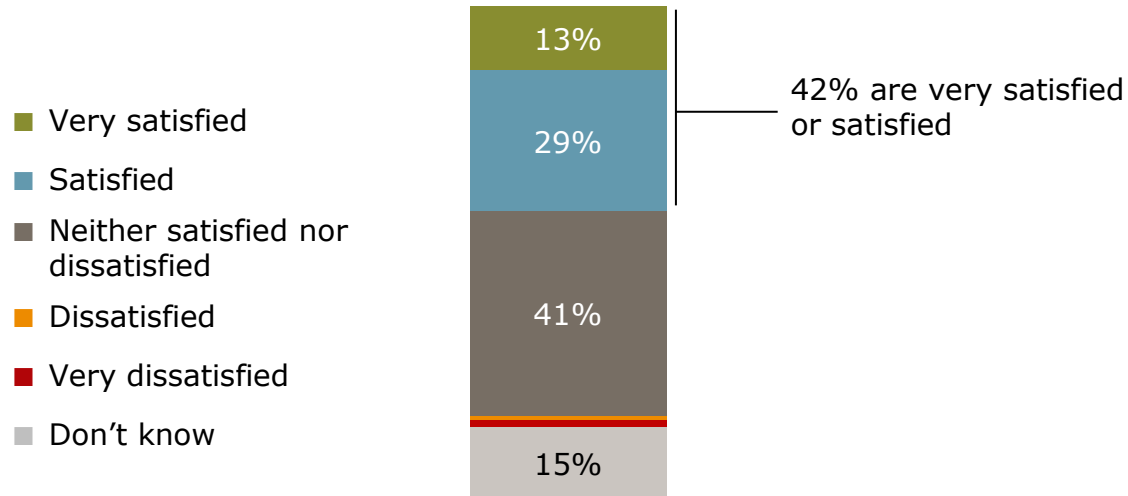
Source of Awareness
(how employers first learn about go2HR (go2 Tourism & Hospitality Health & Safety Division))



Base: Those aware of go2HR (go2 Tourism & Hospitality Health & Safety Division) (132)
Q3b. How did you first hear about go2HR (go2 Tourism & Hospitality Health & Safety Division)? / Q3c. What kind of advertising first made you aware?

4-in-10 employers who are aware of Go2HR are satisfied with what the association is doing to promote H&S.

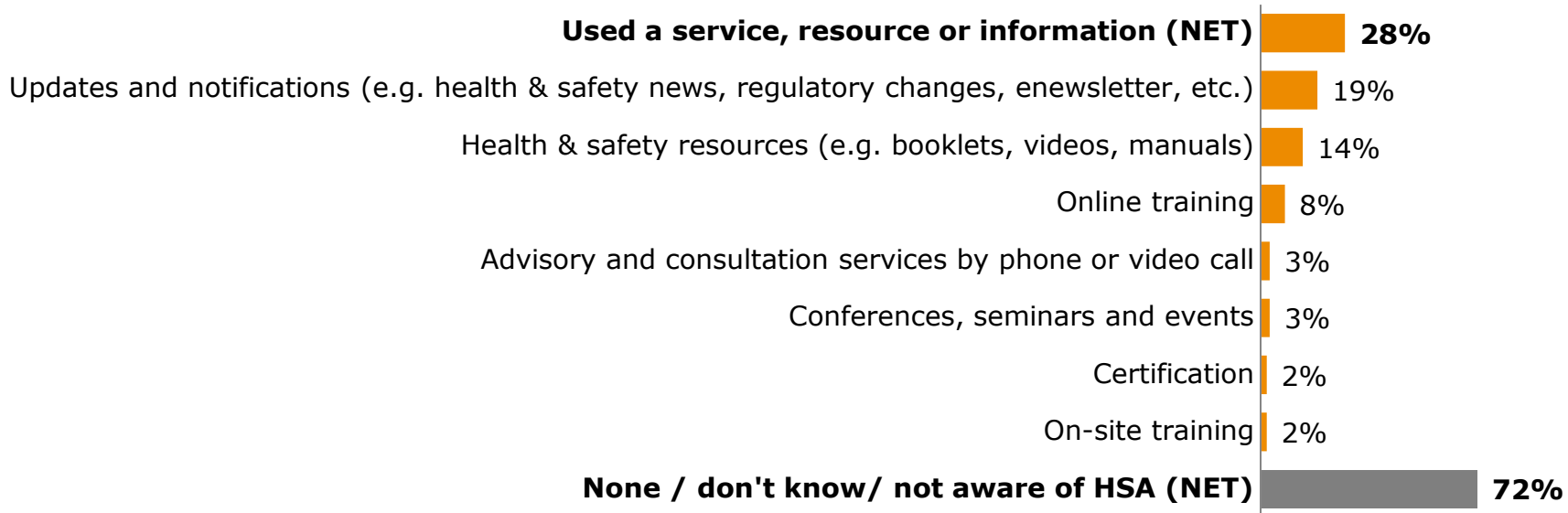
Satisfaction



Very small employers are less satisfied than their larger counterparts (39% are, compared with 43% of small employers and 67% of medium/large employers).

3-in-10 employers have used a Go2HR service, resource or information. Updates and notifications and H&S resources are the most popular.

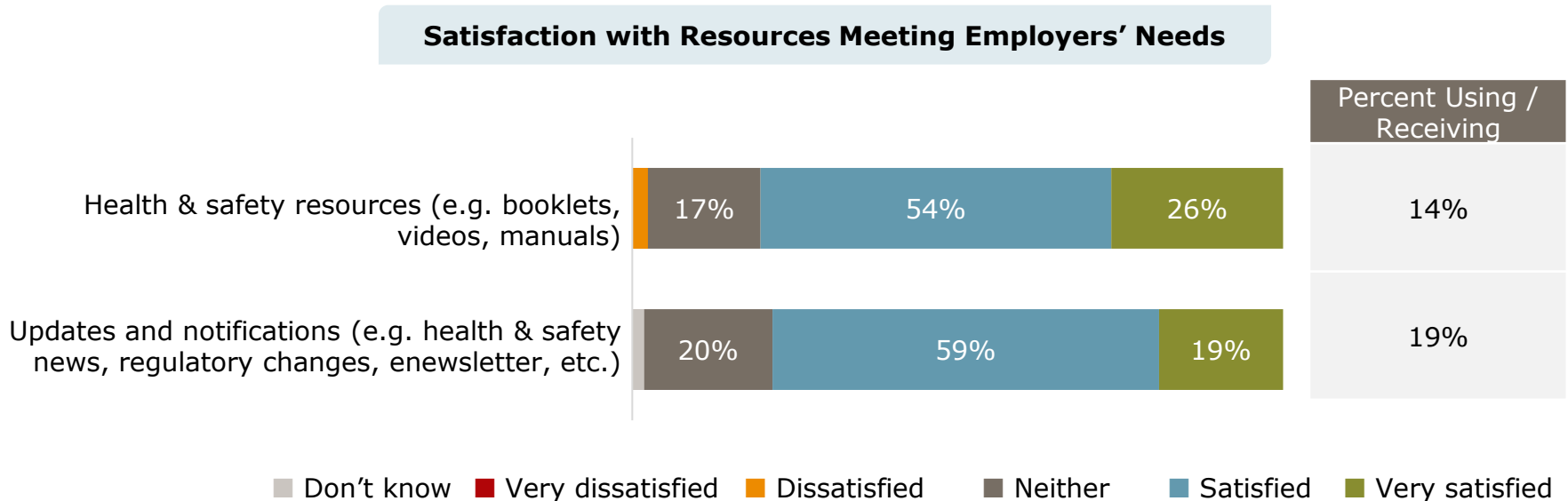
Access and Usage of Health & Safety Resources



Base: Total 2022 (290). Note: only services, resources or information with at least 2% or more selecting are shown.

Q5. go2HR (go2 Tourism & Hospitality Health & Safety Division) offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from go2HR (go2 Tourism & Hospitality Health & Safety Division)? Please check all that apply.

Most employers using Go2HR's health & safety resources and updates and notifications are satisfied they meet their needs.



Employer suggestions for how go2HR could support H&S are varied, with all comments made by less than 1-in-10.

How go2HR Could Better Service or Support Employers to Improve their Workplace Safety
(unaided comments)



Base: Total 2022 (290). Note: only mentions of 6% or more are shown.

Q7. In what ways could go2HR (go2 Tourism & Hospitality Health & Safety Division) better serve or support your company to improve health and safety in your workplace? / go2HR (go2 Tourism & Hospitality Health & Safety Division) is the health and safety association for Hospitality and Tourism in BC. With this in mind, in what ways could go2HR (go2 Tourism & Hospitality Health & Safety Division) 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 go2HR (go2 Tourism & Hospitality Health & Safety Division) Safety Could Serve or Support

Auto email updates on current H&S requirement / best practices

Covid has been a challenge for everyone. A lot of training seminars work best face to face, but maybe some Zoom training could suffice for now. Being in a group setting for training is always better because you get a lot of ideas

Send out literature on best practices

Updates on covid regulations emailed, so we have it first hand when it comes out. In the 2 years of the pandemic, I have received 0 notifications. We have to go searching for the new rules

Make us aware if who they are, costs and how we can use their services. Maybe through other trusted associations. We get a lot of junk mail, and "free help". Therefore most of these types of services get lost as we disregard them as more misleading and costly companies

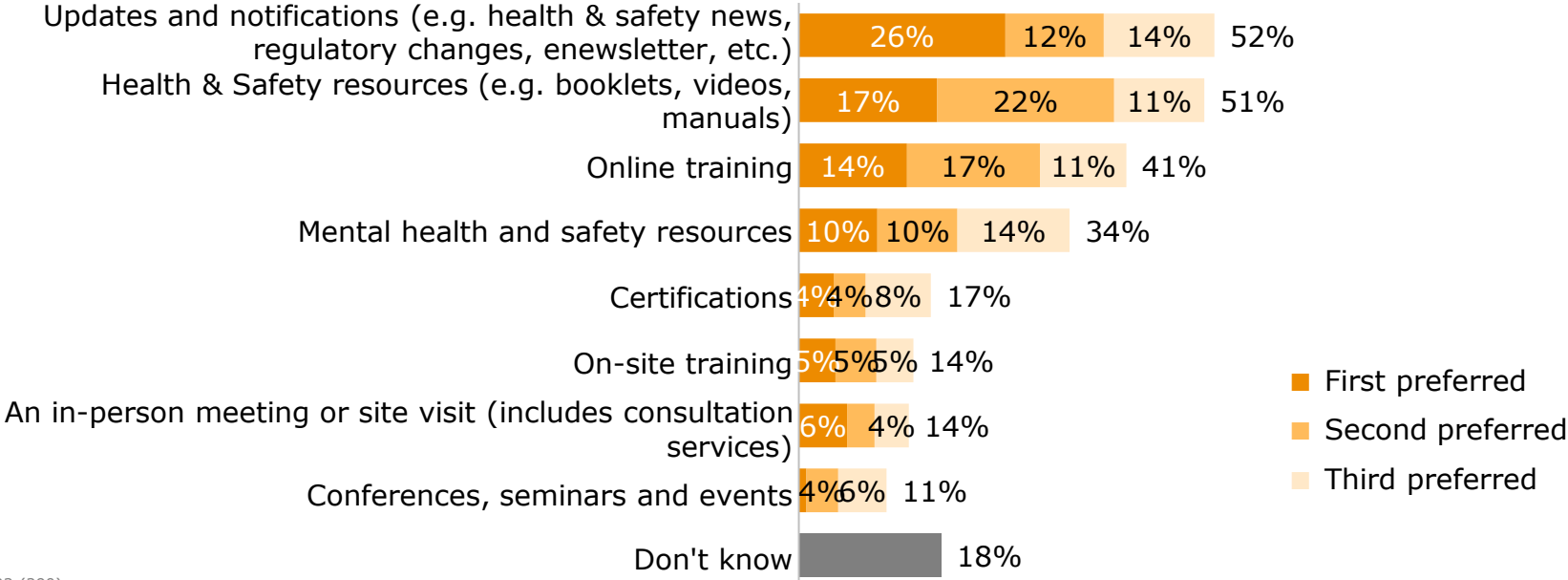
I would actually like it if there was a mandatory requirement for employees to complete some online training programs before they even apply for jobs

Training manual for smaller businesses to use and adapt to there setting

First of be aware of them and know they exist

When choosing from a list, employers prioritize updates and notifications and H&S resources.

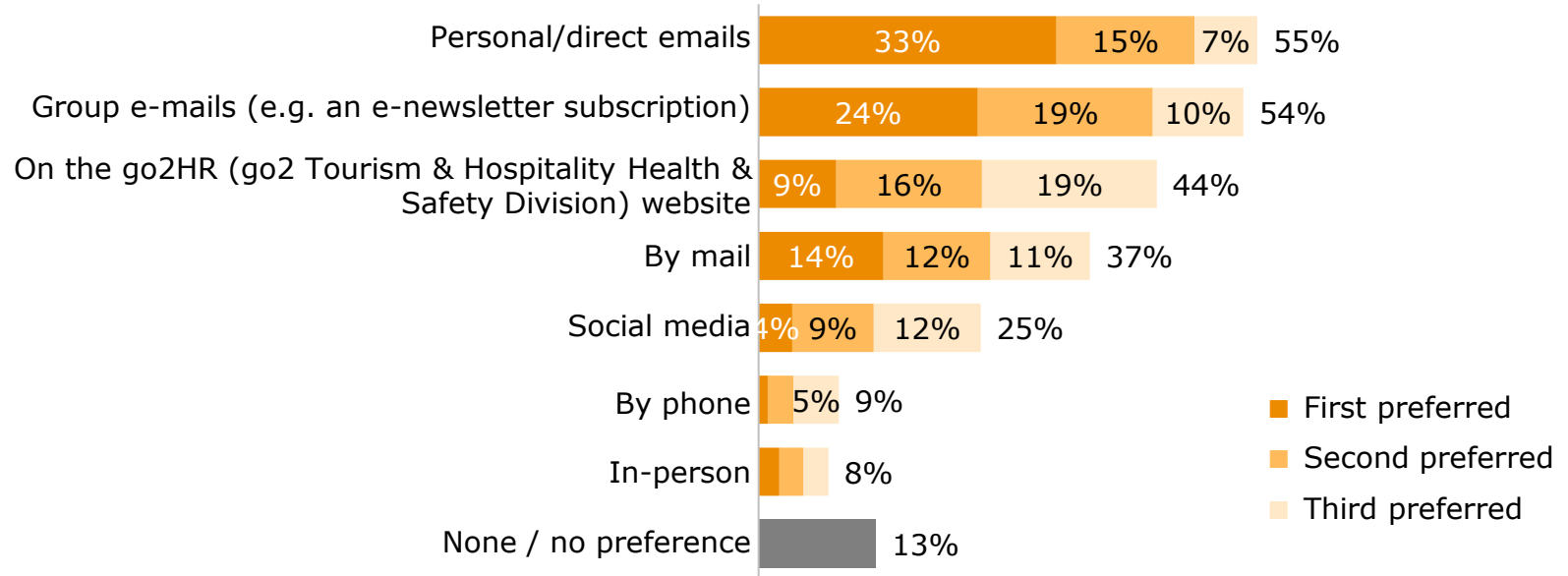
Demand for Services, Resources, or Information to Help Improve Workplace Safety
(% selecting from aided list)



Base: Total 2022 (290)
 Q8. Looking ahead, what kinds of services, resources, or information from go2HR (go2 Tourism & Hospitality Health & Safety Division) would most help you improve health and safety in your workplace? Please rank up to three items by dragging them over to the right.

Email, either personal or group, is the top choice for employers when it comes to receiving information from go2HR.

Employer Communication Preferences (% ranking top 3)

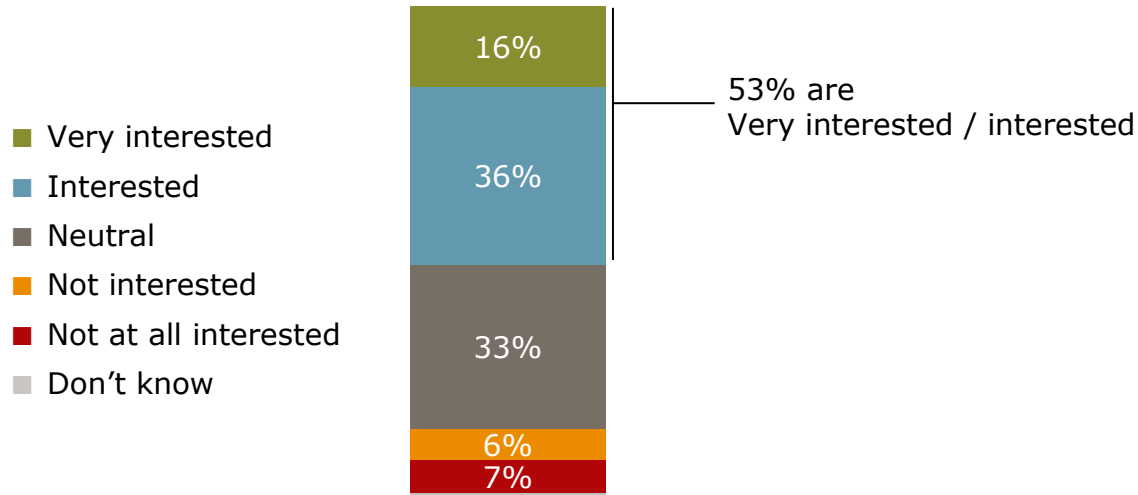


Base: Total 2022 (290)

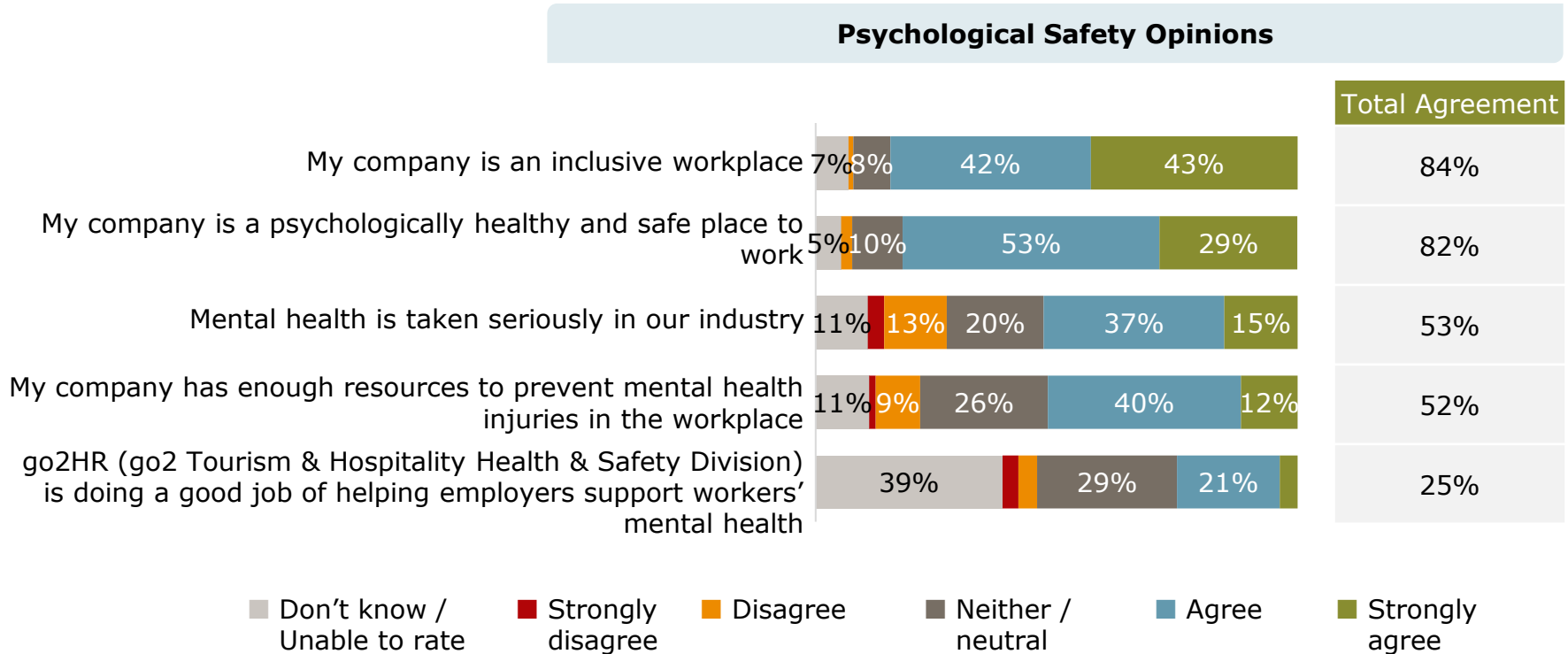
Q9. How would you generally prefer to receive information (e.g., updates on new services and resources, health & safety news, regulatory changes) from go2HR (go2 Tourism & Hospitality Health & Safety Division)? Please rank up to three items by dragging them over to the right.

Just over half of employers are very interested or interested in receiving services, resources or information to improve health and safety in their workplace.

Interest in Receiving Health and Safety Resources



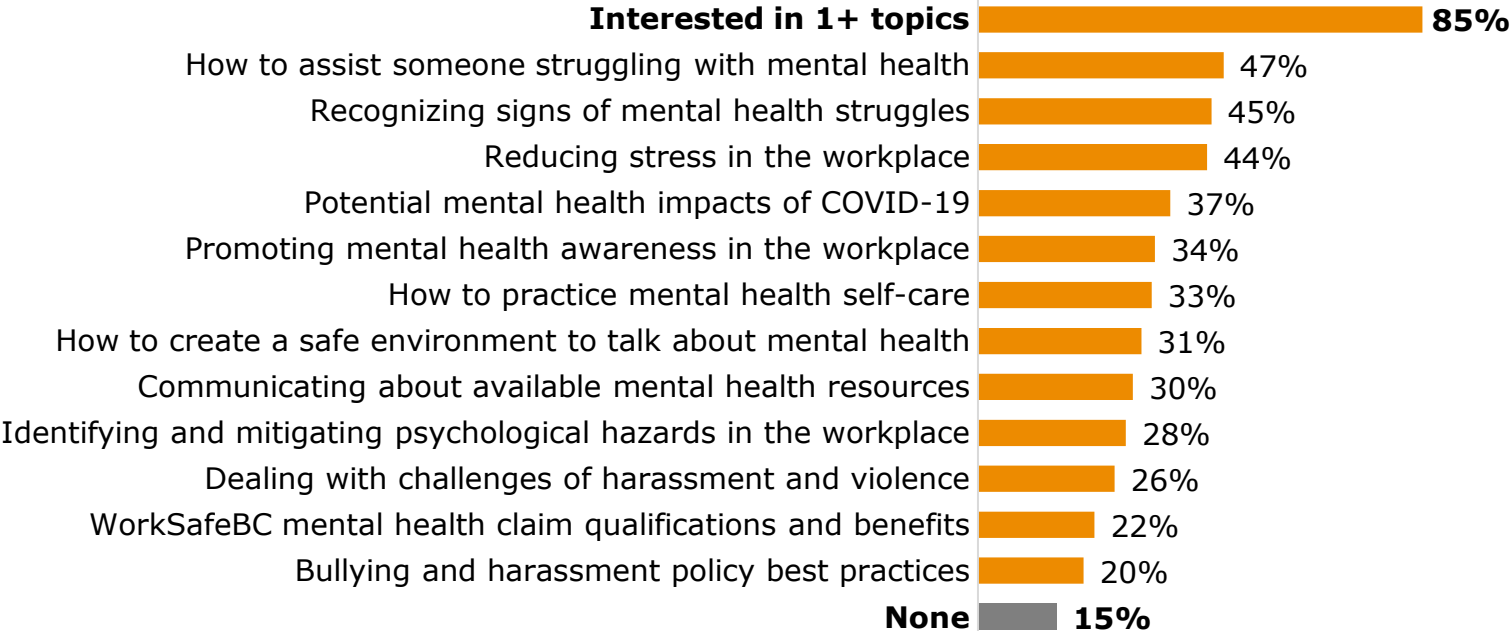
About 8-in-10 employers agree their company is inclusive and a psychologically healthy and safe place to work.



Base: Total 2022 (290)
 Q13. To what extent do you agree or disagree with the following statements:

Employers are most interested in learning how to recognize and support mental health struggles, as well as reduce stress in the workplace.

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



Base: Total 2022 (290). Note: unaided mentions of 1% or less are not shown in the chart.
 Q14. Which of the following topics related to mental health in the workplace would you be most interested in receiving information about if they were available? Select all that apply.

Recommendations

Recommendations

1

Build Awareness

Less than half of employers are aware of the association, and fewer than 1-in-10 can name it without prompting. Building awareness is therefore a critical first step to helping employers improve workplace H&S. As email is the main driver of awareness, it would make sense for the association to continue expanding its email database, and to ensure it is kept as up-to-date as possible. The association should also focus on very small employers, who are both less aware of and satisfied with the association compared with their larger counterparts.

2

Increase Access and Usage of H&S Resources

Some employers who know about the association are still not using its services, resources or information. go2HR should ensure employers know about the full range of services it offers, as well as how to access them. Tailoring resources to employers' main concerns (burns, slips and cuts) could help drive interest.

3

Emphasize Commitment to & Resources about Psychological Safety

Currently only 1-in-2 employers agree that mental health is taken seriously at the workplace. It is therefore not surprising that demand for resources is high. Specifically, 8-in-10 employers are interested in receiving more information in at least 1 mental health topic if available to them. Providing resources to employers about how to prevent mental health injuries will have the double benefit of both reducing mental health injuries in the industry (only half of employers feel they have enough resources in this area) and demonstrating the association's commitment to supporting workers mental health, an area where most employers aren't sure how the association is performing.

Appendix

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

Employer Profile

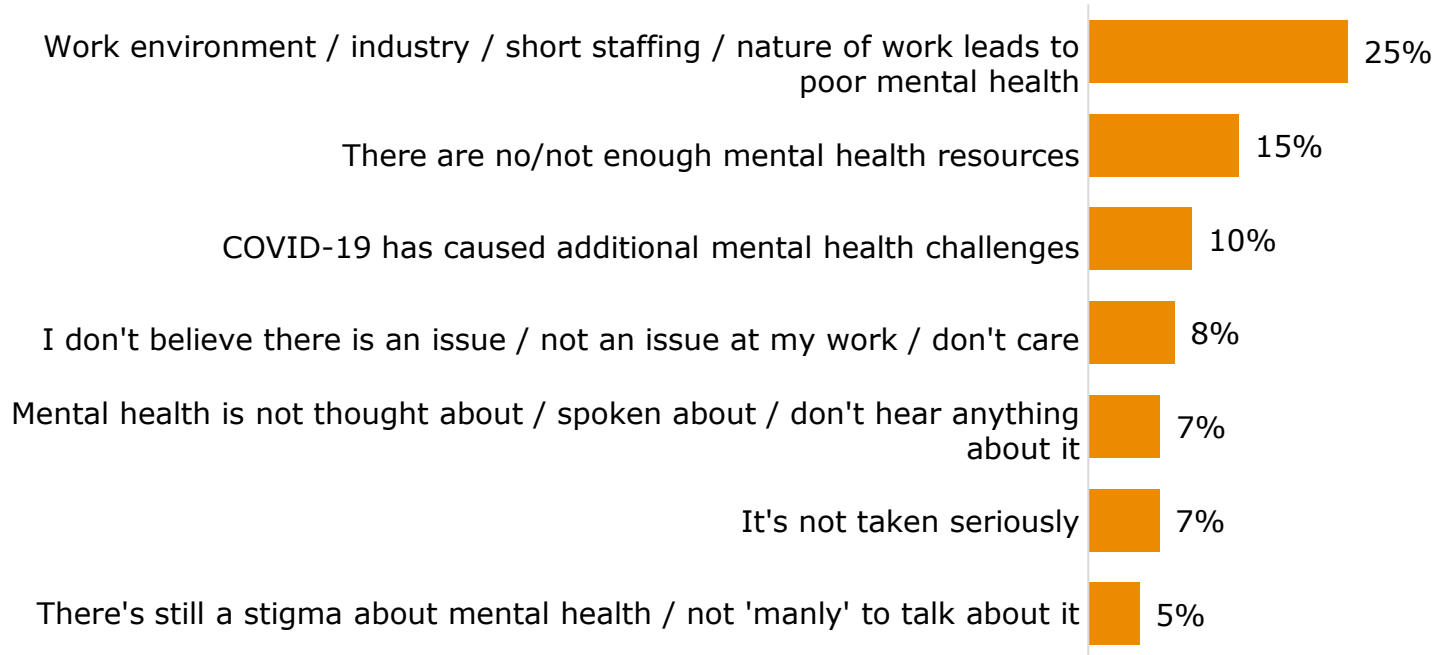
	Total	Very Small	Small	Medium	Large
(Base)	(290)	(134)	(133)	(10)	(3)
Role in Organization					
Business Owner	63%	69%	59%	20%	0%
Manager	17%	13%	20%	50%	33%
Senior Executive	7%	4%	11%	10%	33%
Bookkeeper / accountant	5%	6%	5%	0%	0%
Staff Member	3%	4%	2%	0%	0%
Dedicated health and safety position	1%	1%	1%	10%	0%
Supervisor	1%	1%	1%	10%	0%
HR (unaided)	1%	0%	1%	0%	33%
All of the above (unaided)	0%	1%	0%	0%	0%
Board member / trustee (unaided)	0%	1%	0%	0%	0%
Office manager / admin (unaided)	<1%	0%	1%	0%	0%
Contracted (unaided)	<1%	1%	0%	0%	0%
Employer Payroll Size					
Very Small	46%	N/A			
Small	44%				
Medium	3%				
Large	1%				
Unknown	6%				

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

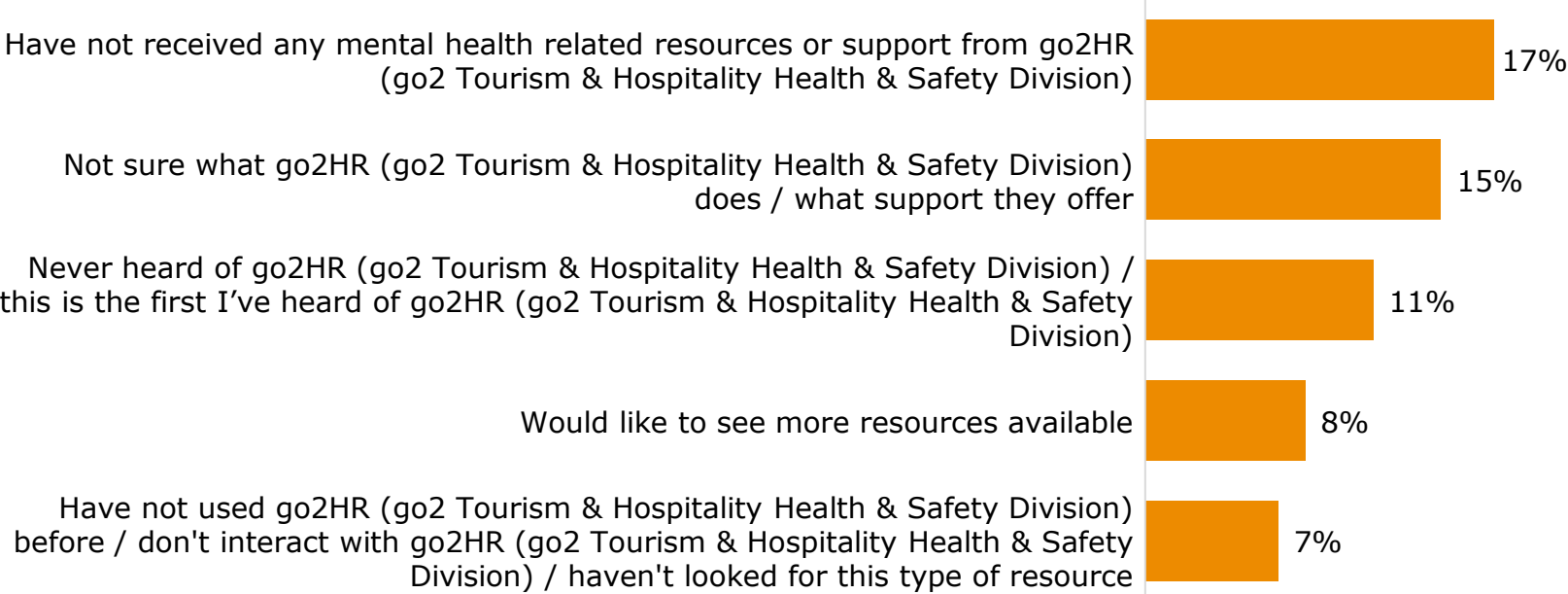
Employer Profile

	Total	Very Small	Small	Medium	Large
(Base)	(290)	(134)	(133)	(10)	(3)
Number of Employees in BC					
None/No employees	3%	2%	1%	0%	0%
1-3 employees	15%	30%	2%	0%	0%
4-19 employees	50%	61%	45%	10%	0%
20-99 employees	25%	4%	44%	40%	0%
100+ employees	7%	2%	9%	50%	100%
Industry Subsector					
7610 - Accommodation, Food, and Leisure 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 “go2HR (go2 Tourism & Hospitality Health & Safety Division) 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 “go2HR (go2 Tourism & Hospitality Health & Safety Division) is doing a good job of helping employers support workers’ mental health.” and left a comment (60).
Note: only comments of 7% or more are shown.
Q13b. Please provide more details here.

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

(among those rating neutral, disagree or strongly disagree)

