

# go2HR (go2 Tourism & Hospitality Health & Safety Division)

## Market Penetration Survey Report

April 23, 2019

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# Objectives & Methodology

# Objectives & Methodology

- WorkSafeBC, in partnership with go2HR (go2 Tourism & Hospitality Health & Safety Division), carried out the second survey with employers in BC's hospitality & tourism sector, following up on initial research conducted in 2016
- The main objectives of the survey are to measure employer awareness of go2HR and identify their needs and preferences for health and safety information and support
- The survey covered the following topics:
  - General perceptions around safety in hospitality & tourism
  - Awareness of go2HR
  - Satisfaction with go2HR
  - Usage of and satisfaction with the services, resources, and information provided by go2HR
  - 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 335 surveys were obtained from employers falling within go2HR's industry subsector 7610 Accommodation, Food and Leisure Service

Year	Employers Contacted (by email)	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
2016	4,905	311	6%	±6%
2019	4,893	335	7%	±5%

- 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

## **Tourism & Hospitality Industry Perceptions of Workplace Health & Safety**

Employers in the tourism and hospitality sector remain positive about workplace safety, with almost one-in-two (48%) saying it is improving. This is consistent with 2016, when 44% felt it was improving.

The main health and safety concerns also remain consistent with the 2016 wave. The top three concerns cited by employers in the tourism and hospitality industry are 'cuts, lacerations or abrasions' (29%), 'burns, scalds, fires or explosions' (29%) and 'slips and trips' (22%). There is opportunity for go2HR to strengthen health and safety support in these areas to help tourism and hospitality employers.

## **Awareness and Satisfaction with go2HR**

Awareness of go2HR is stable; one quarter of employers know about the association, including 4% who can name it without prompting. This creates an opportunity to increase targeted communications to raise awareness of go2HR.

Employers continue to be most likely to find out about the association via email (25%). This wave, advertising increased awareness of the association for more than twice as many employers (19% in 2019 vs. 8% in 2016), suggesting an improvement in successful communication via advertising. There is opportunity to leverage this momentum in the future to strengthen all forms of communication and build on the awareness of go2HR.

Overall satisfaction among those aware of go2HR has remained stable, with four-in-ten employers (39%) being satisfied, compared to 36% who felt that way in 2016.

# Executive Summary

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

Access and usage of go2HR communications remains consistent, with 15% of employers recalling receiving and/or using services, resources or information this wave. The association may want to explore its distribution, awareness and communications strategy in order to reach more employers in the hospitality and tourism sector.

Updates and notifications are the most utilized communications touchpoint for go2HR (9%). However, there has been a decrease in interest in this form of communication since 2016 (4%, down from 9%), suggesting other communication avenues could be explored to help support this form of communication. Opportunities for education and training (8%) and the provision of material and literature (7%) generate the most interest from employers and could be used to help strengthen information from updates and notifications.

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

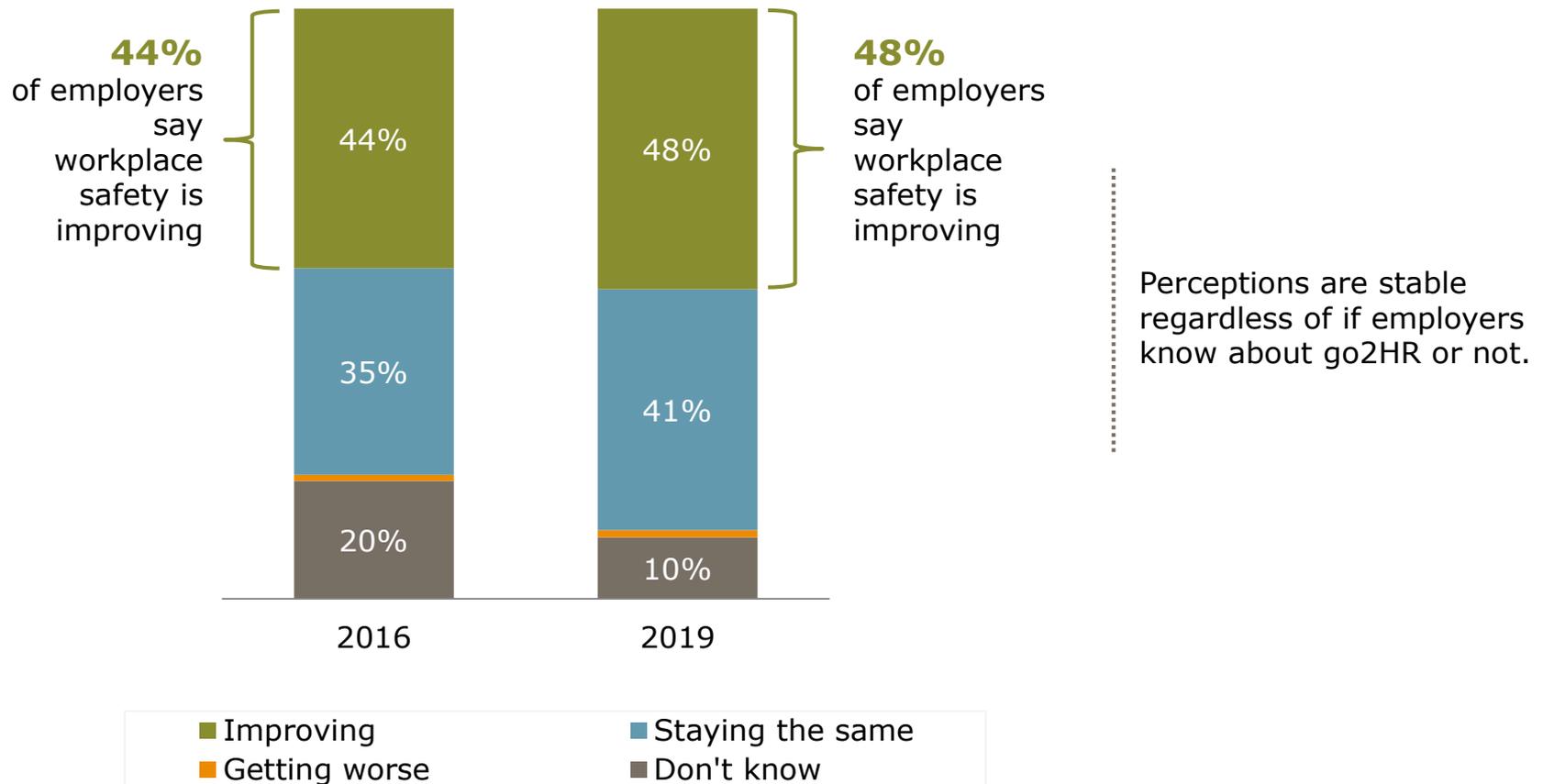
Looking to the future, when given a list of options to choose from to improve workplace health and safety, employers prioritize go2HR providing online training, health and safety resources (e.g. booklets, videos or manuals) and updates and notifications (e.g. H&S news or regulatory changes).

## **Employer Communication Preferences**

About one-in-two (52%) of hospitality and tourism employers are interested in receiving services, resources or information to improve workplace health and safety. Employers prefer to receive communication from go2HR via email, mail or the association's website.

# Summary of Findings

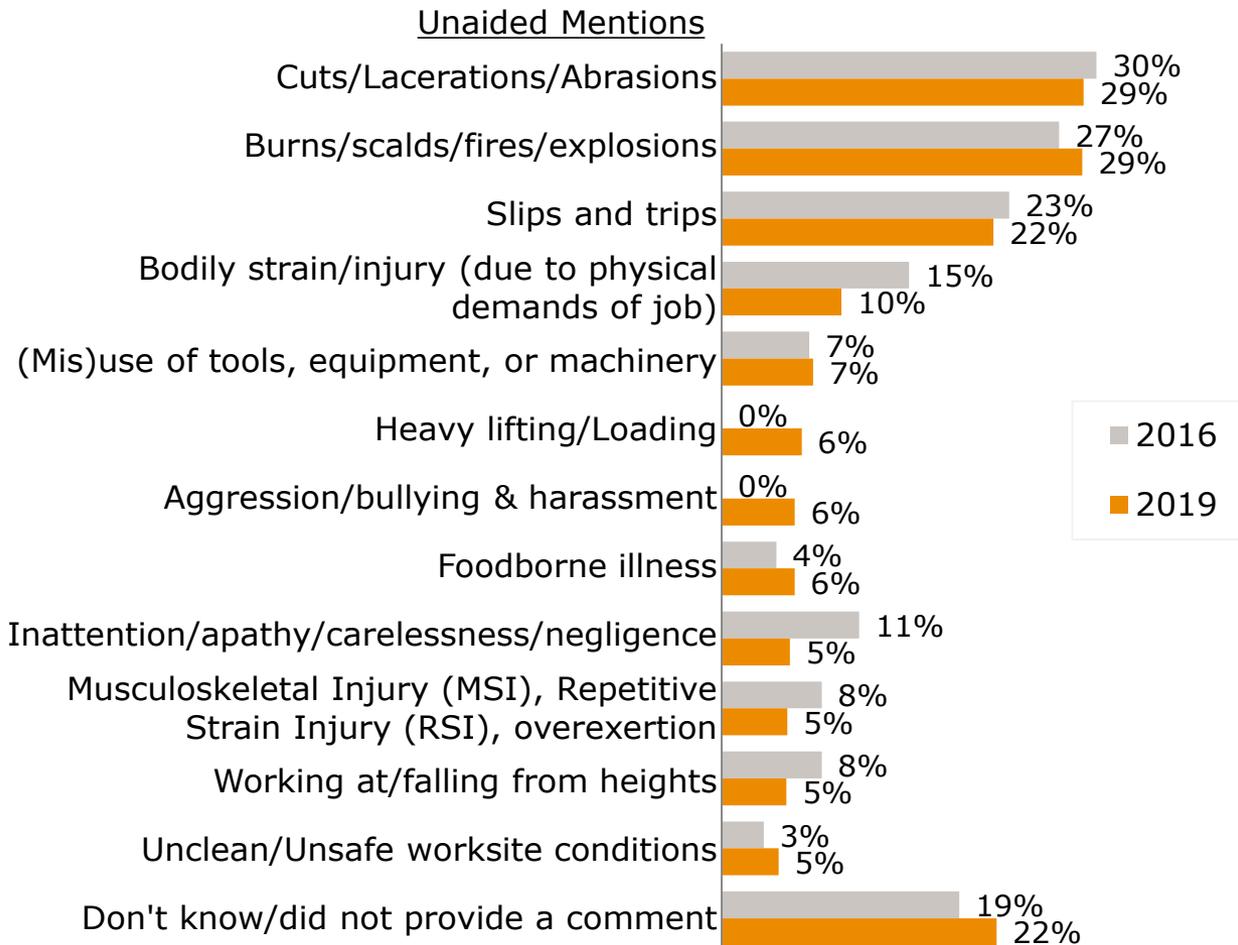
# Consistent with 2016, almost one-in-two hospitality and tourism employers think that workplace safety is improving



Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers: 2016 (311), 2019 (335)

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

# Cuts, lacerations or abrasions and burns, scalds, fires or explosions remain the top health and safety concerns for hospitality and tourism employers



“ Personal injury from knife, sharp equipment

Cut/wounds from cutting and prepping food

Burns (from heat or cleaning chemicals)

Cuts, burns, and slips... a portion of these caused by carelessness

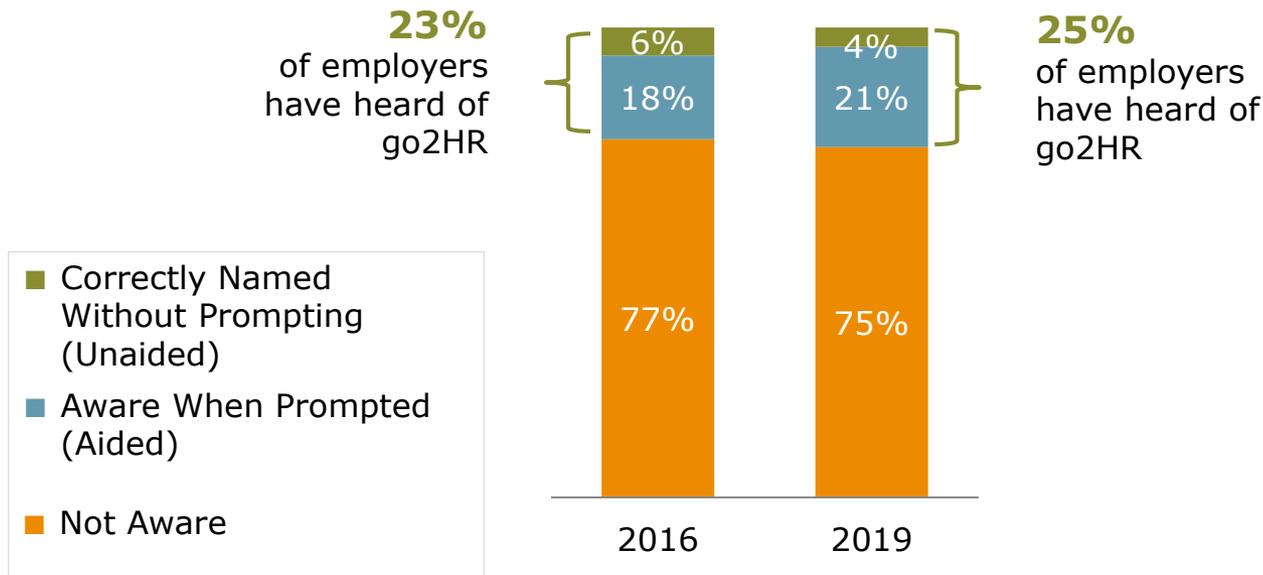
Unsafe conditions like hot surfaces, hot splash, slippery floor etc

”

Base: go2HR (go2 Tourism & Hospitality Health & Safety Division) employers: 2016 (311), 2019 (335). Only mentions of 5% or more in 2019 are shown.

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?

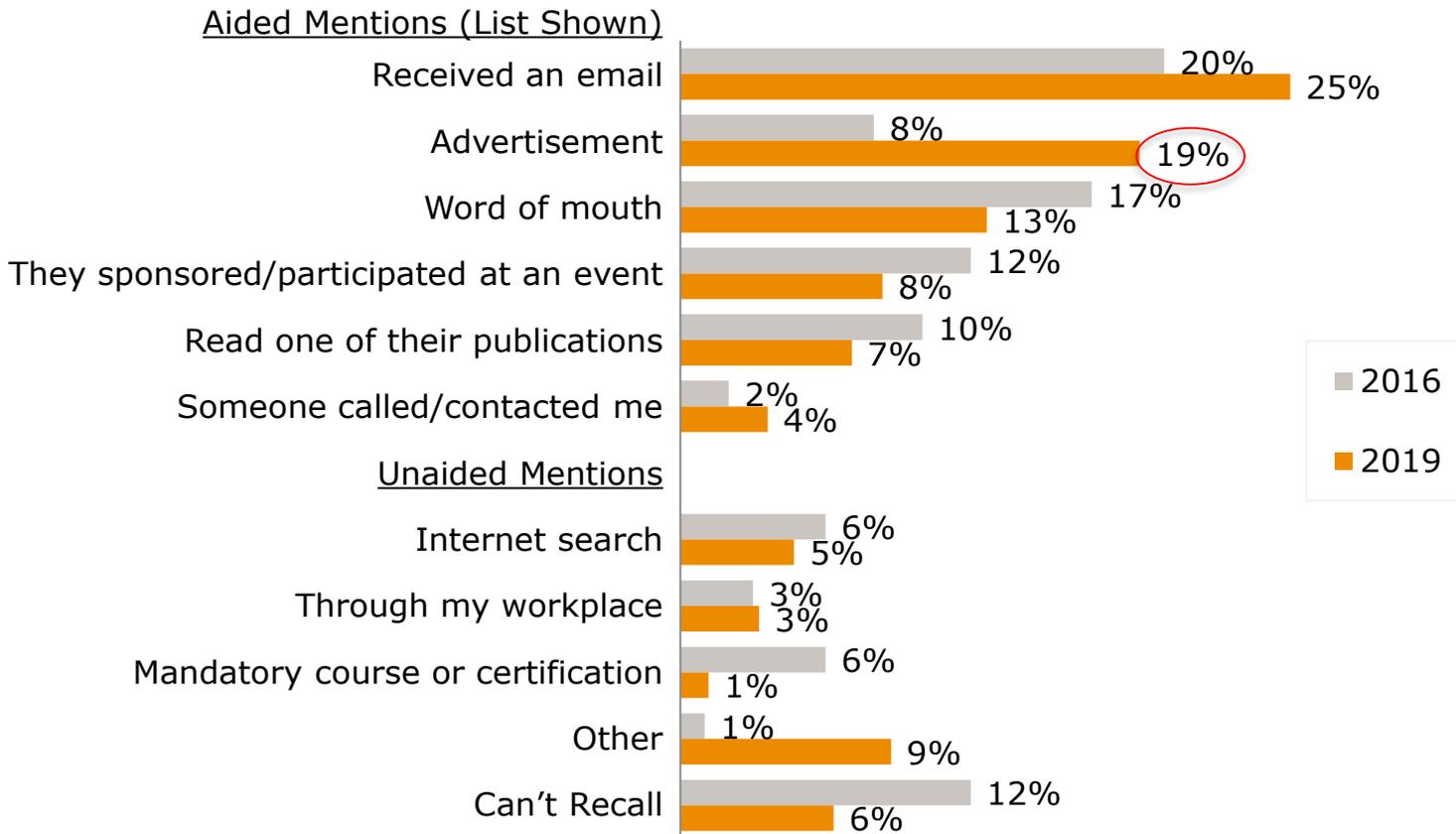
# In-line with 2016, one quarter of employers have heard of go2HR



Other Health & Safety Organizations Named (Unaided)	2016	2019
WorkSafeBC/Worker's Compensation Board	25%	14%
Food Safe	3%	3%

Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers: 2016 (311), 2019 (335). Note: Only mentions of 3% or more in 2019 are shown.  
 Q2. Can you think of any organizations in BC that support or promote workplace health and safety in Hospitality and Tourism?  
 Q3a. Have you heard of go2HR (go2 Tourism and Hospitality Health and Safety Division)?

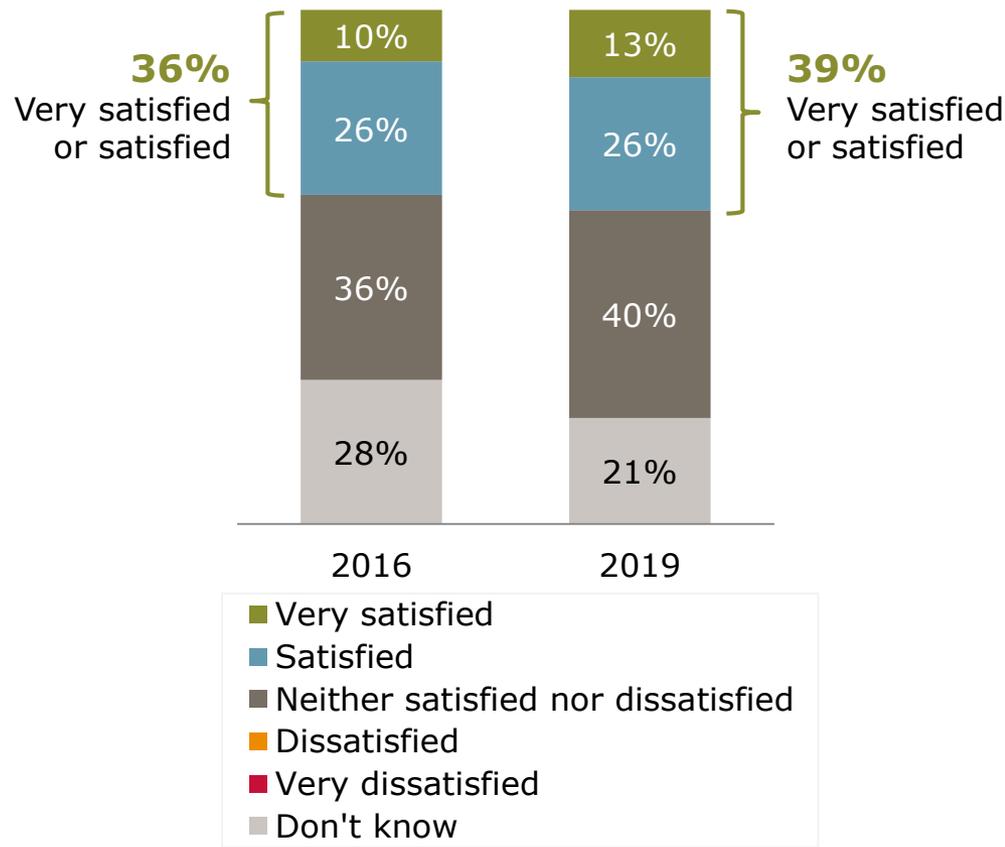
# This wave, more employers learned about the association via advertising, with receiving an email remaining the most common way employers find out about go2HR



Base: Among those aware of go2HR (go2 Tourism & Hospitality Health & Safety Division): 2016 (85), 2019 (88)

Q3b. How did you first hear about go2HR (go2 Tourism & Hospitality Health & Safety Division)?

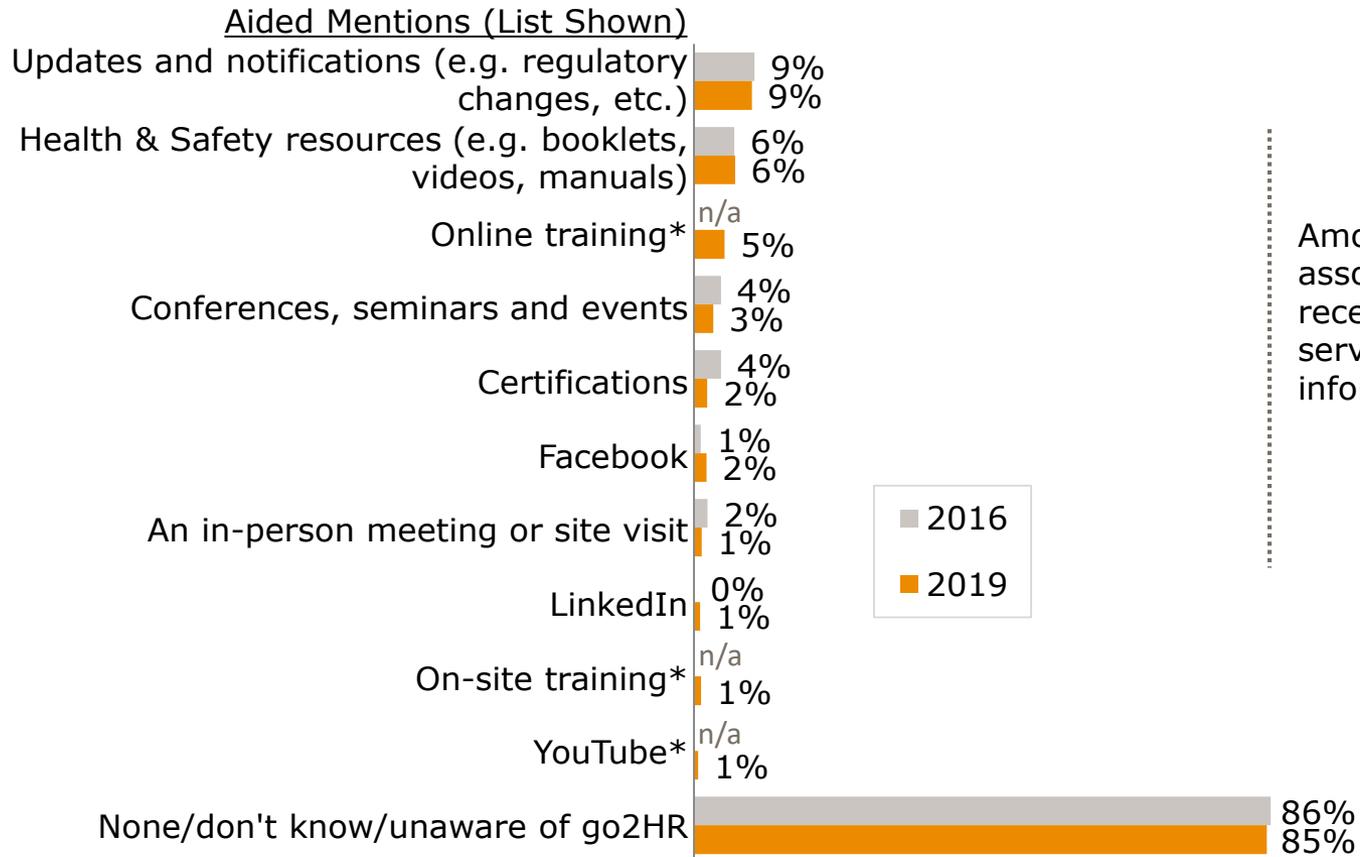
# Four-in-ten employers aware of go2HR are satisfied with what the association is doing to promote health and safety in hospitality and tourism



Base: Among those aware of go2HR (go2 Tourism & Hospitality Health & Safety Division): 2016 (85), 2019 (88)

Q4. Overall, how satisfied are you with what go2HR (go2 Tourism and Hospitality Health and Safety Division) doing to promote health and safety in your industry?

# Consistent with 2016, 15% of employers recall receiving and/or using communications from go2HR



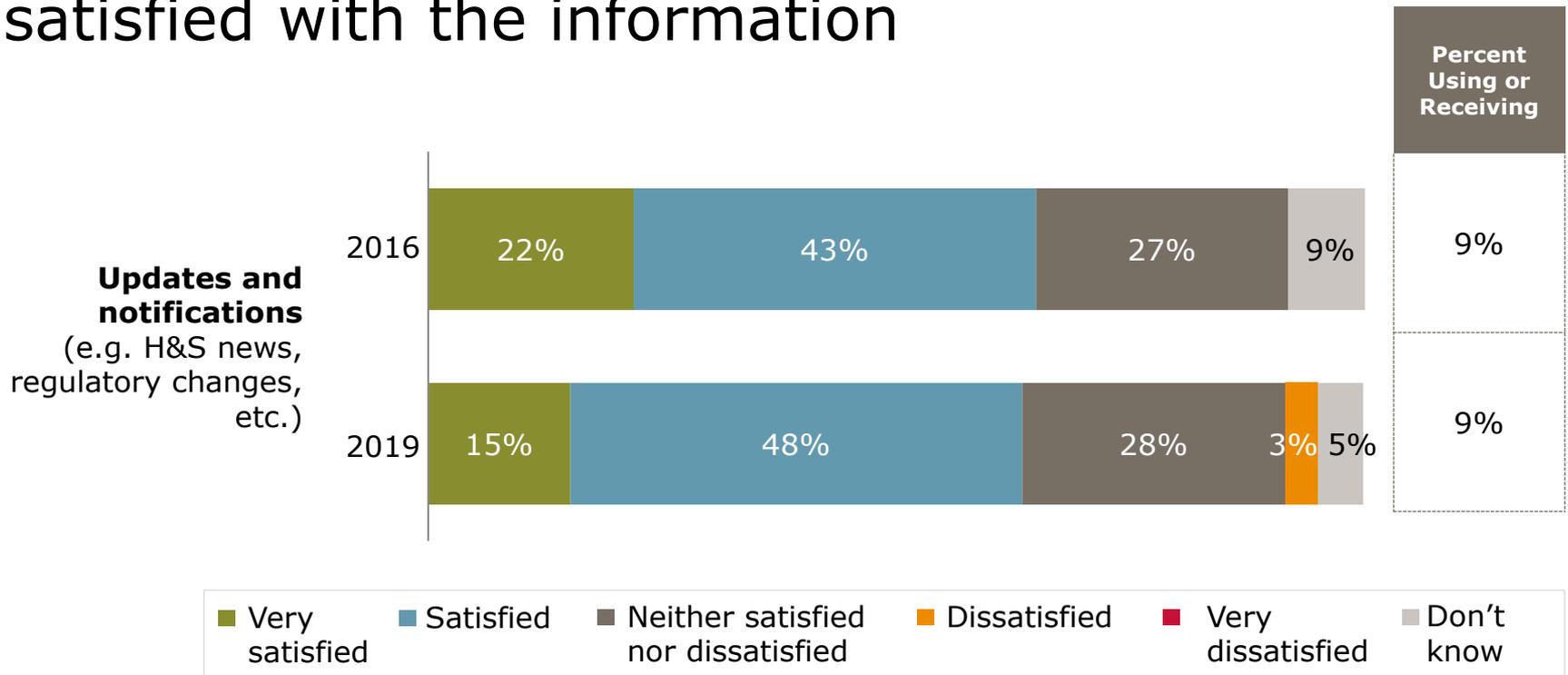
Among those aware of the association, 57% recall receiving and/or using services, resources or information from Go2HR

\*Not asked in 2016

Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers 2016 (311), 2019 (335)

Q5. go2HR (go2 Tourism and Hospitality Health and Safety Division) offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from go2HR (go2 Tourism and Hospitality Health and Safety Division)?

As in 2016, the 9% of employers (based on a small sample of 31 employers) who have used go2HR's updates and notifications are relatively satisfied with the information



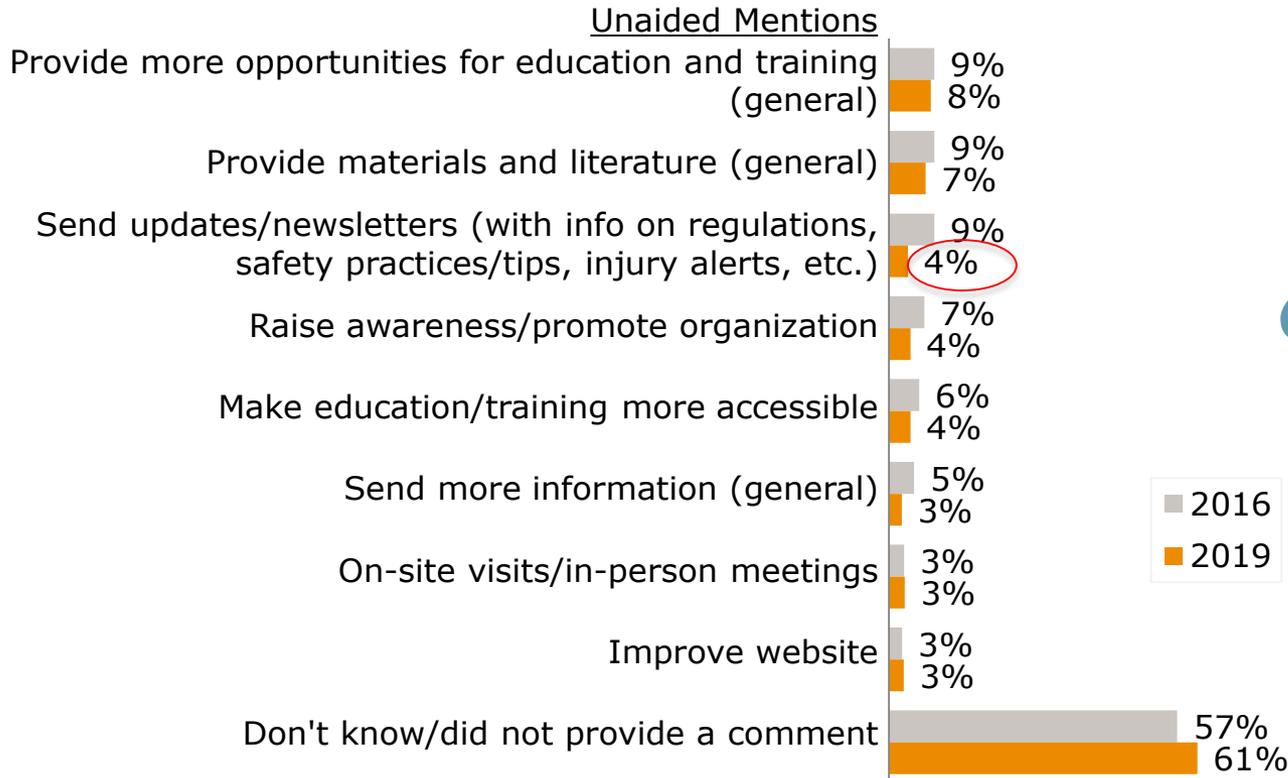
Base: Among those receiving services, resources, and information from go2HR (go2 Tourism & Hospitality Health & Safety Division): 2016 (38), 2019 (31)

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

Q5. go2HR (go2 Tourism and Hospitality Health and Safety Division) offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from go2HR?

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

# Employers remain most likely to request more opportunities for education and training, as well as materials and literature



Employers are less interested in receiving updates and newsletters, compared to 2016 (4% vs. 9% in 2016)

“ Provide training for employees and supervisors

Providing training in Safety and Health

Provide free posters to put up on the wall in the workplace

Keep us up to date ”

Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers: 2016 (311), 2019 (335). Note: Only mentions of 3% or more in 2019 are shown. Q7. In what ways could go2HR (go2 Tourism and Hospitality Health and Safety Division) better serve or support your company and industry to improve health and safety in your workplace?/go2HR (go2 Tourism and Hospitality Health and Safety Division) is the health and safety association for the Hospitality and Tourism industry in BC. With this in mind, in what ways could go2HR (go2 Tourism and Hospitality Health and Safety Division) serve or support your company and industry to improve health and safety in your workplace?

# Looking ahead, employers would most like go2HR to provide online training, health and safety resources and updates and notifications

	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	53	n/a	21	n/a	15	n/a	17
Health & Safety Resources (e.g. booklets, videos, manuals)	61	53	30	16	23	23	8	14
Updates & notifications (e.g. H&S news, regulatory changes)	52	52	19	19	20	18	13	15
Certifications	17	21	3	8	5	6	9	7
On-site training	n/a	20	n/a	7	n/a	8	n/a	5
An in-person meeting or site visit	21	19	8	8	6	5	7	6
Conferences, seminars, and events	17	18	1	4	5	5	11	9
Other	1	2	0	1	0	0	1	1
Don't know	24	16	24	16	n/a		n/a	

Note: Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred. Online and on-site training were not included in the 2016 survey.

Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers: 2016 (311), 2019 (333). Q8. Looking ahead, what kinds of services, resources, or information from go2HR (go2 Tourism and Hospitality Health and Safety Division) would most help you improve health and safety in your workplace?

# Employers continue to prefer go2HR to communicate with them by email, mail and the go2HR website

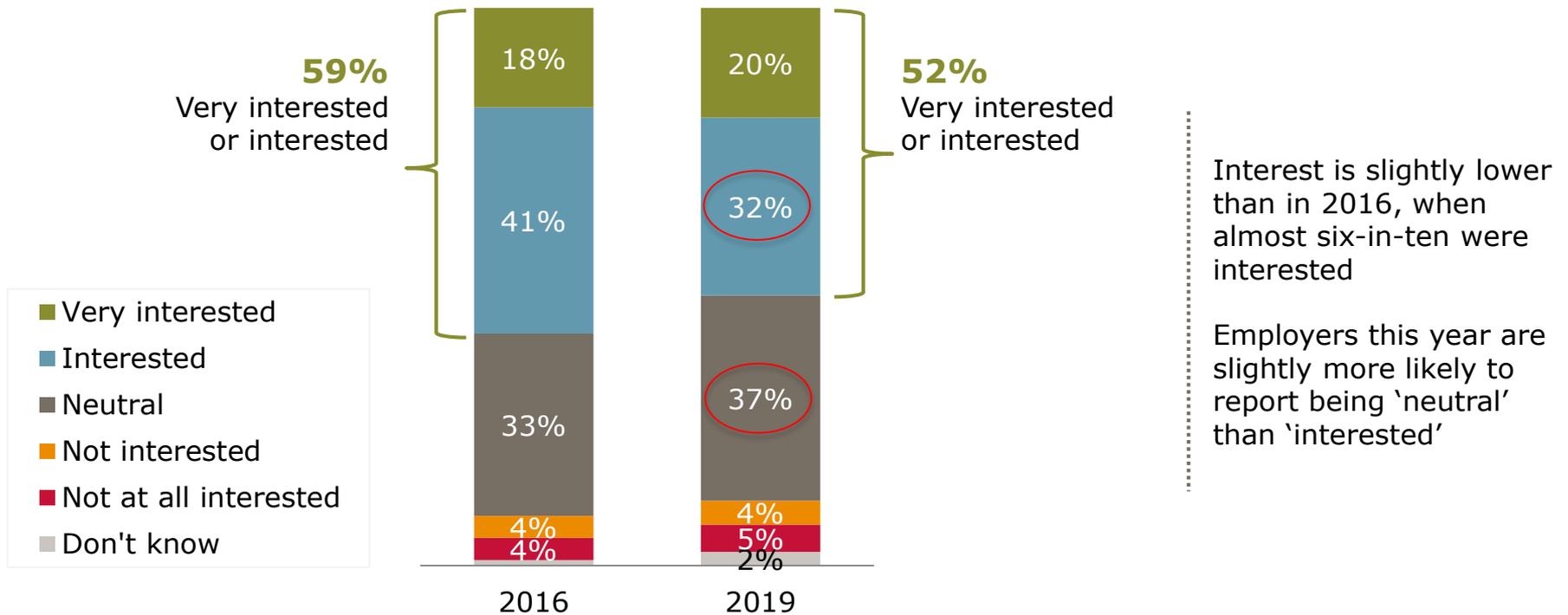
	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
<b>Aided Mentions (List Shown)</b>								
Personal/direct emails	62	56	37	34	18	12	7	10
Group emails (i.e. an e-newsletter subscription)	52	48	25	15	18	21	9	12
By mail	41	47	11	17	17	17	13	13
On the go2HR website	41	44	5	10	14	19	22	15
YouTube	n/a	15	n/a	6	n/a	2	n/a	7
In-person	16	12	4	5	5	3	7	4
Facebook	8	9	0	2	2	3	6	4
By phone	4	7	0	1	1	3	3	3
Instagram	n/a	4	n/a	1	n/a	1	n/a	2
LinkedIn	1	2	0	1	1	0	0	1
Twitter	0	1	0	0	0	0	0	1
No preference	17	8	17	8	n/a		n/a	

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

Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers: 2016 (311), 2019 (334)

Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, H&S news, regulatory changes) from go2HR (go2 Tourism and Hospitality Health and Safety Division)?

# One-in-two hospitality and tourism employers are interested in receiving services, resources or information to improve health and safety



Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers: 2016 (311), 2019 (335)

9b. 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)	(311)	(335)	(139)	(152)	(115)	(160)	(33)	(12*)	(24*)	(11*)
<b>Number of Employees in BC</b>										
None/No employees	3	2	6	3	0	1	0	0	0	0
1-3 employees	17	17	33	33	2	2	0	0	0	0
4-19 employees	47	45	57	54	44	43	0	0	0	0
20-99 employees	27	27	4	5	51	45	58	58	4	27
100+ employees	5	9	0	5	3	9	42	42	96	73
<b>Subsector</b>										
7610 Accommodation, Food, and Leisure Services	100	100	100	100	100	100	100	100	100	100

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

\*Caution: small base size.

# Employer Profile

	Total		Very Small		Small		Medium		Large	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
(base)	(311)	(335)	(139)	(152)	(115)	(160)	(33)	(12*)	(24*)	(11*)
<b>Role in Company</b>										
<u>Aided List</u>										
Business owner	71	65	83	70	64	63	27	17	13	18
Senior executive	3	3	1	3	2	3	24	0	21	9
Manager	13	15	10	11	14	16	24	25	33	46
Supervisor	0	1	0	1	0	1	3	0	4	0
Staff member	1	3	1	3	1	3	0	8	8	0
Dedicated health and safety position	1	1	0	1	1	1	0	8	13	18
Internal bookkeeper/accountant	11	9	4	5	18	11	21	34	8	9
All of the above	0	0	0	1	0	0	0	0	0	0
Director	0	0	0	1	0	0	0	0	0	0
Board member	1	0	1	1	0	0	0	0	0	0
Office Manager / Admin	0	1	0	1	0	0	0	8	0	0
Secretary	0	0	0	1	0	0	0	0	0	0
Other	0	2	0	1	0	2	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.

[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

We've enlisted Sentis Research to conduct the survey and keep all responses confidential. Only aggregated results will be shared with WorkSafeBC and industry member health and safety associations.

Regards,  
WorkSafeBC & Sentis Research

Having trouble? Copy and paste the link below into your web browser: [SURVEY URL]

You can also email us at [worksafebc@sentis.ca](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)

**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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[Unsubscribe](#)



**Sentis Market Research Inc.**  
6th Floor, 543 Granville Street  
Vancouver, BC, V6C 1X8  
[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
----------------	-----------	------------------------------------	--------------	-------------------	------------

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.**