

go2HR (go2 Tourism & Hospitality Health & Safety Division) Market Penetration Survey Report

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Objectives & Methodology

Objectives & Methodology

Objectives

- WorkSafeBC, in partnership with go2HR (go2 Tourism & Hospitality Health & Safety Division), enlisted Sentis Research to develop and carry out a survey with employers in BC's Hospitality & Tourism sector.
- The main objectives of the survey were 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
- This report covers the results from the survey for go2HR (go2 Tourism & Hospitality Health & Safety Division).

Methodology

- The survey was conducted by emailing employers an invite to participate in the survey. The email was directed to the person responsible for health and safety, or the owner operator of the company, and contained a unique link to the online survey, hosted at www.sentis.ca.

- The survey was conducted by emailing employers an invite to participate in the survey. The email was directed to the person responsible for health and safety, or the owner operator of the company, and contained a unique link to the online survey, hosted at www.sentis.ca.
- Surveying took place from February 2 to 28, 2016.
- A total of 311 surveys were obtained from employers falling within go2HR's industry sector.

Email Sample Invited	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
4,905	311	6%	±6%

- The survey sample was weighted by company size¹ to match the actual employer composition for the sector.

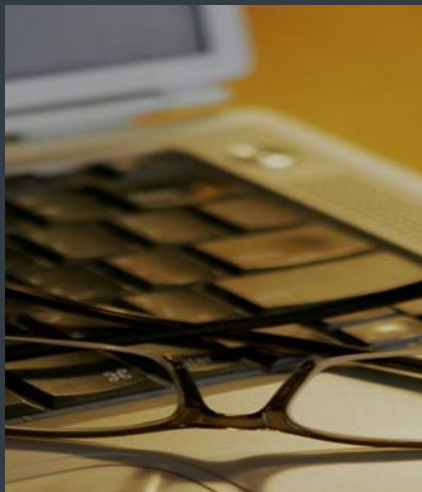
¹ Company size is based on WorkSafeBC's Estimated 2016 Employer Payroll Size and the categories are defined as follows:

Very Small: employers with a calculated 2016 assessable payroll amount less than \$150K, and a base WorkSafeBC assessment rate less than \$3K.

Small: employers with a calculated 2016 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 2016 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 2016 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

Industry Perceptions

- Just under half of BC employers involved in Hospitality & Tourism feel that workplace safety is improving in their industry.

44% of employers say workplace safety is improving

- The most common types of health and safety risks identified by employers in the sector are:



Cuts/lacerations/abrasions (30%)

Burns/scalds/fires/explosions (27%)

Slips and trips (23%)

Awareness of go2HR

- One-quarter of employers in BC's Hospitality & Tourism sector have heard of go2HR, including 6% that named the association on an unaided basis.



23% of employers are aware of go2HR

- Employers typically became aware of go2HR as a result of being emailed by the association or through word-of-mouth.

20%

email

17%

word of mouth

Satisfaction with go2HR

- Employers aware of go2HR are either satisfied with the organization's performance on promoting health and safety in the industry, or lack an opinion. No employers have a negative perception.

36%

Are satisfied with go2HR's performance

64%

Have a neutral or no opinion of go2HR's performance

Usage and Satisfaction of H&S Resources

14% of employers in the sector have used go2HR's services, resources, or information

(Among employers who are aware of go2HR, 61% recall receiving services, resources, or information from the association).

- go2HR's most utilized resources are:
 - Updates and notifications for H&S news, regulatory changes, etc. (9%)
 - Health & Safety resources such as booklets, videos, and manuals (6%)
 - Training (5%)
- Employers are generally satisfied with go2HR's services, with two-thirds or more saying they are very satisfied/satisfied with each of the services, resources, and information they have received.

Executive Summary

How to Provide Better Support to Employers

- Employers were asked whether there was anything else go2HR could do to better serve or support their company or industry. The top suggestions include:
 - Sending updates and newsletters (9%)
 - Providing more opportunities for education and training (9%)
 - Providing more materials and literature (9%)
- The top services, resources, or information that employers would like go2HR to provide are:
 - Health & Safety resources such as booklets, videos, and manuals (61%)
 - Updates & notifications for H&S news, regulatory changes, etc. (52%)
 - Training (48%)

Communication Preferences

- The top choices for receiving communications from go2HR are:
 - Personal/direct emails (62%)
 - Group emails such as an e-newsletter subscription (52%)
 - The go2HR website (41%)
 - Regular mail (41%)
- Six-in-ten employers express interest in receiving services, resources, or information from go2HR, while a third are unsure and one-in-ten are not interested.

59% of employers are interested in receiving services, resources, or information from go2HR

(This compares to 14% of employers who currently use or receive services, resources, or information from go2HR).

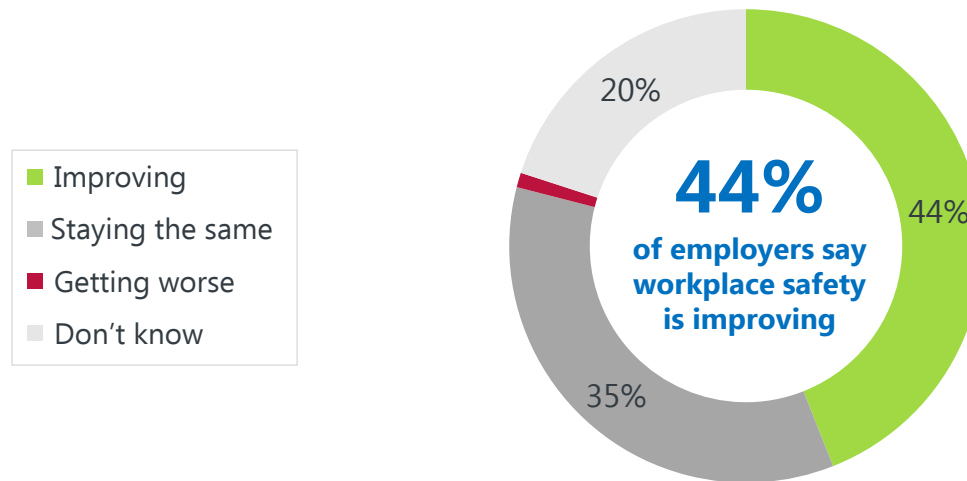


Summary of Findings

Perceptions of Workplace Safety

- Employers in BC's Hospitality & Tourism sector tend to feel that workplace safety is improving or staying the same in their industry. Specifically, 44% believe it is improving and 35% believe there's been no change, while most of the balance, 20%, are unsure.
- Confidence that safety is improving in the industry steps up with company size, ranging from four-in-ten Very Small and Small companies, to two-thirds of Medium companies, to eight-in-ten Large companies.

Perceptions of Workplace Safety in Hospitality & Tourism



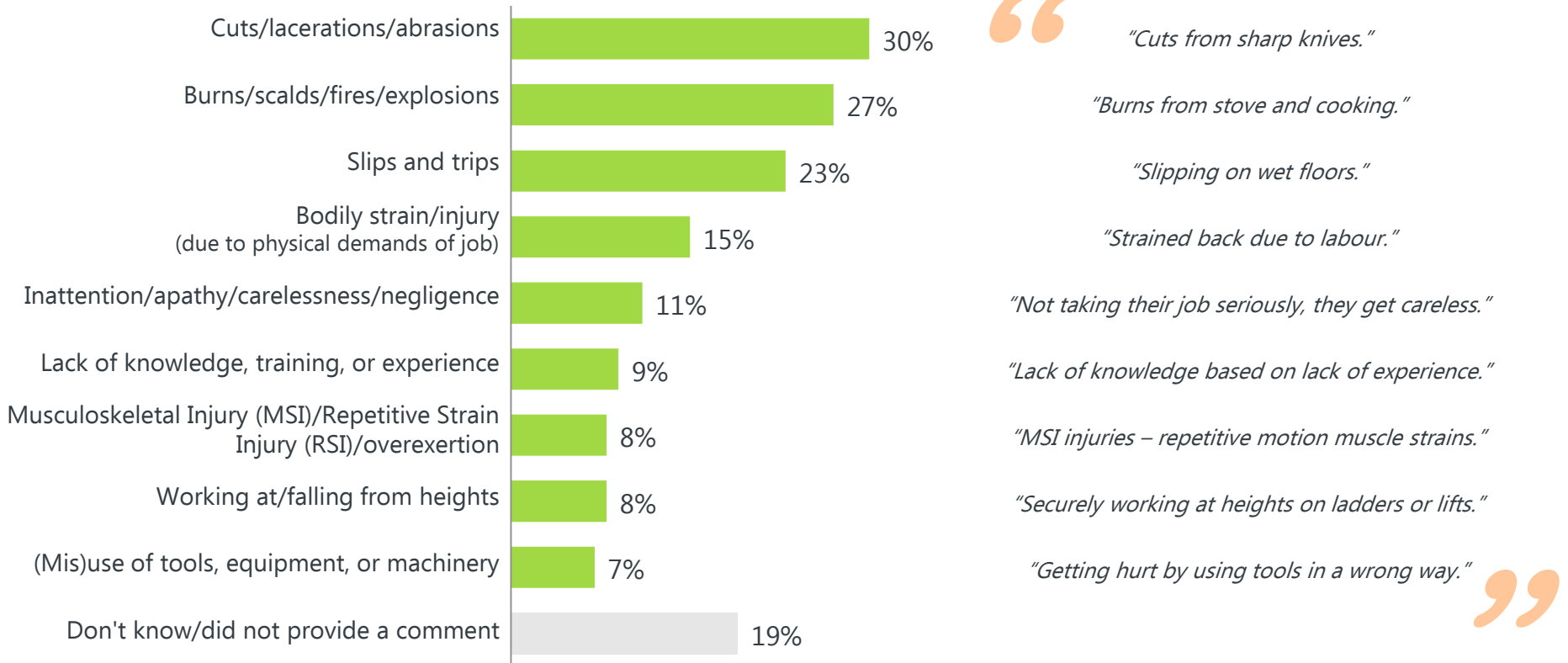
Main Health & Safety Risks in Hospitality & Tourism

- There are several types of health and safety risks identified by employers in the sector.
- The most common health and safety risks are cuts, lacerations, or abrasions, and burns, scalds, or fires, followed slips and trips.
- Large companies are especially likely to cite musculoskeletal injuries (42%).

Main Health and Safety Risks in Hospitality & Tourism

(% mentioning/major mentions only)

Unaided Mentions



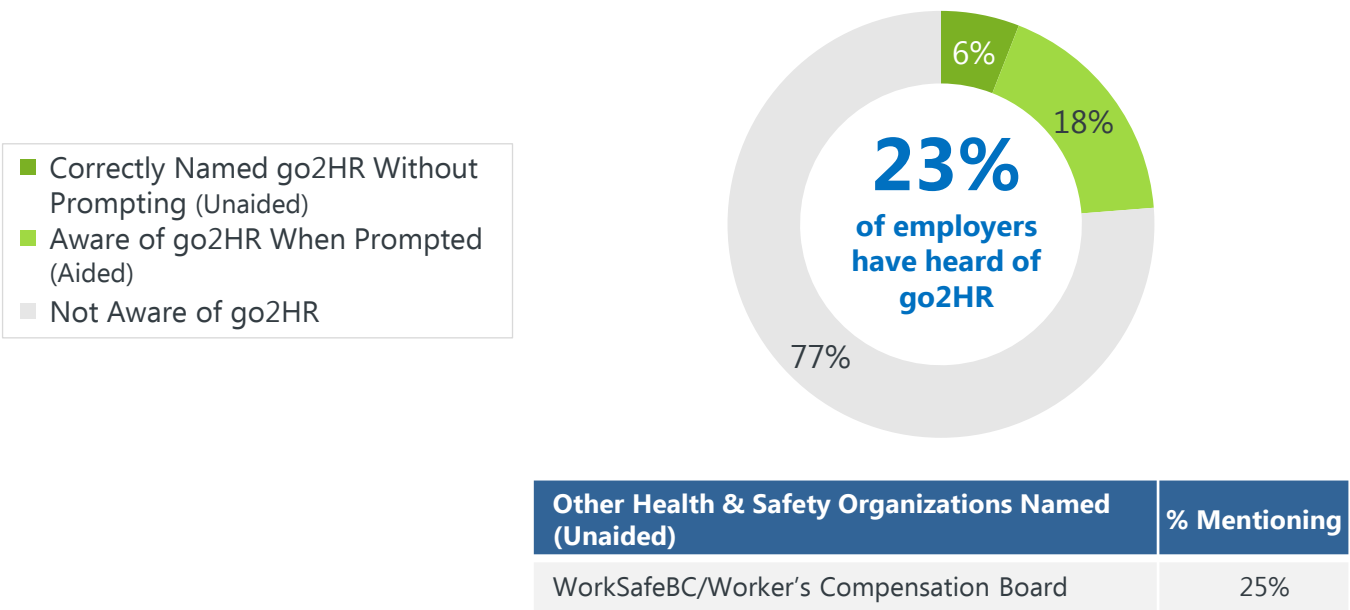
Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers (311)

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?

Awareness of go2HR

- One-quarter of employers in the Hospitality & Tourism sector have heard of go2HR Tourism and Hospitality Health and Safety Division, including 6% that named the association on an unaided basis.
- Awareness steps up with employer size, with Large employers being particularly likely to be able to name go2HR on an unaided basis (50% versus 2% of Very Small employers).
- WorkSafeBC is the only other health and safety organization to garner much awareness in the sector.

Awareness of go2HR (Tourism & Hospitality Health & Safety Division)



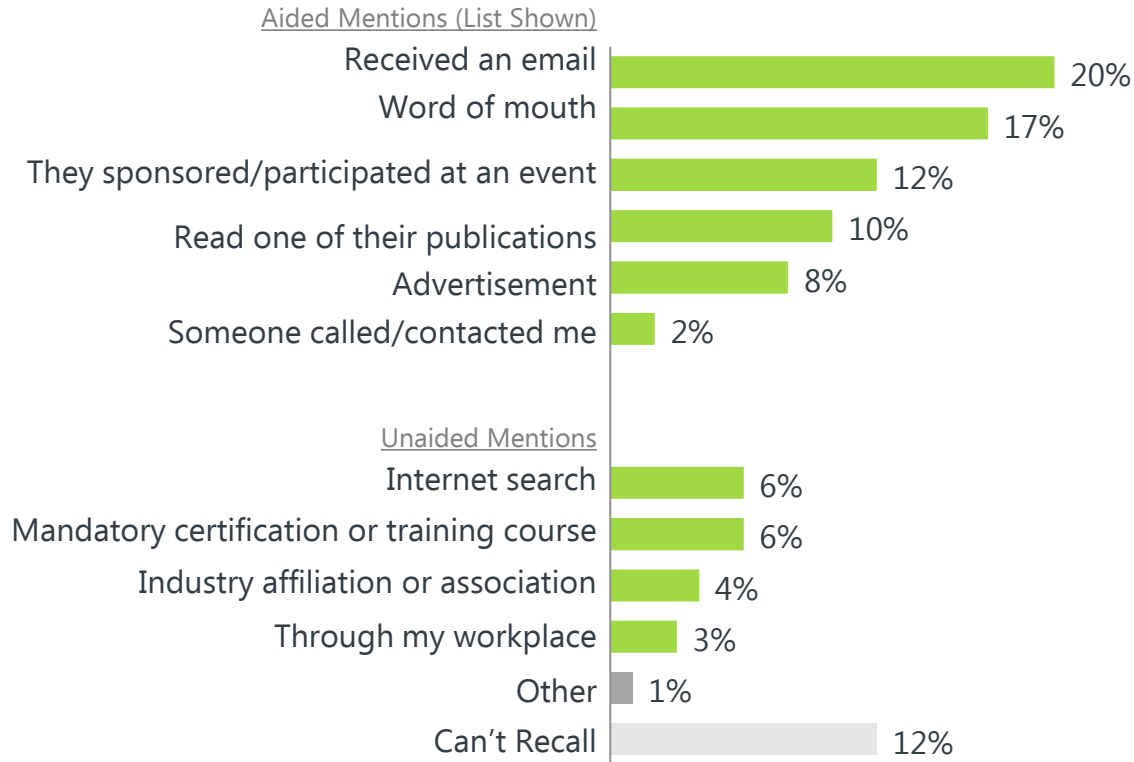
Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers (311)
Q2. Can you think of any organizations in BC that support or promote workplace health and safety in Hospitality and Tourism?
Q3a. Have you heard of go2HR (go2 Tourism and Hospitality Health and Safety Division)?

Sources of Awareness of go2HR

- Employers typically became aware of go2HR as a result of being emailed by the association or through word-of-mouth.
- These are followed by event sponsorship or participation, reading a publication, or seeing a go2HR advertisement.

Original Source of Awareness of go2HR (Tourism & Hospitality Health & Safety Division)

(among those aware of go2HR)



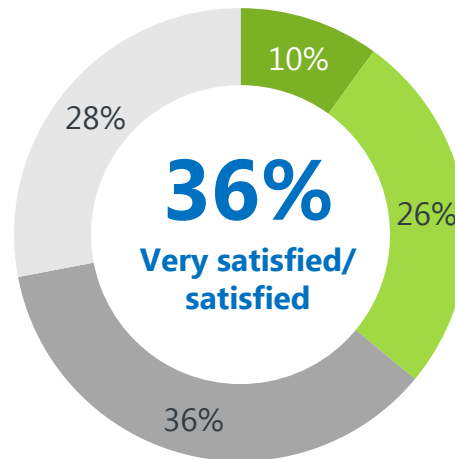
Base: Among those aware of go2HR (go2 Tourism & Hospitality Health & Safety Division) (85)
Q3b. How did you first hear about go2HR (go2 Tourism and Hospitality Health and Safety Division)?

Satisfaction with go2HR

- Employers aware of go2HR tend to be either satisfied with the organization's performance on promoting health and safety in the industry, or they lack an opinion. No employers are dissatisfied with go2HR's performance.
- Along with being the most familiar with go2HR, Large companies are the most pleased with the job its doing (71% are very satisfied). Small and Very Small companies tend to be more reserved and unsure in their assessments, largely reflecting their lower awareness and interaction with the association.

Satisfaction with go2HR's (Tourism & Hospitality Health & Safety Division) Promotion of Health & Safety

(among those aware of go2HR)



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

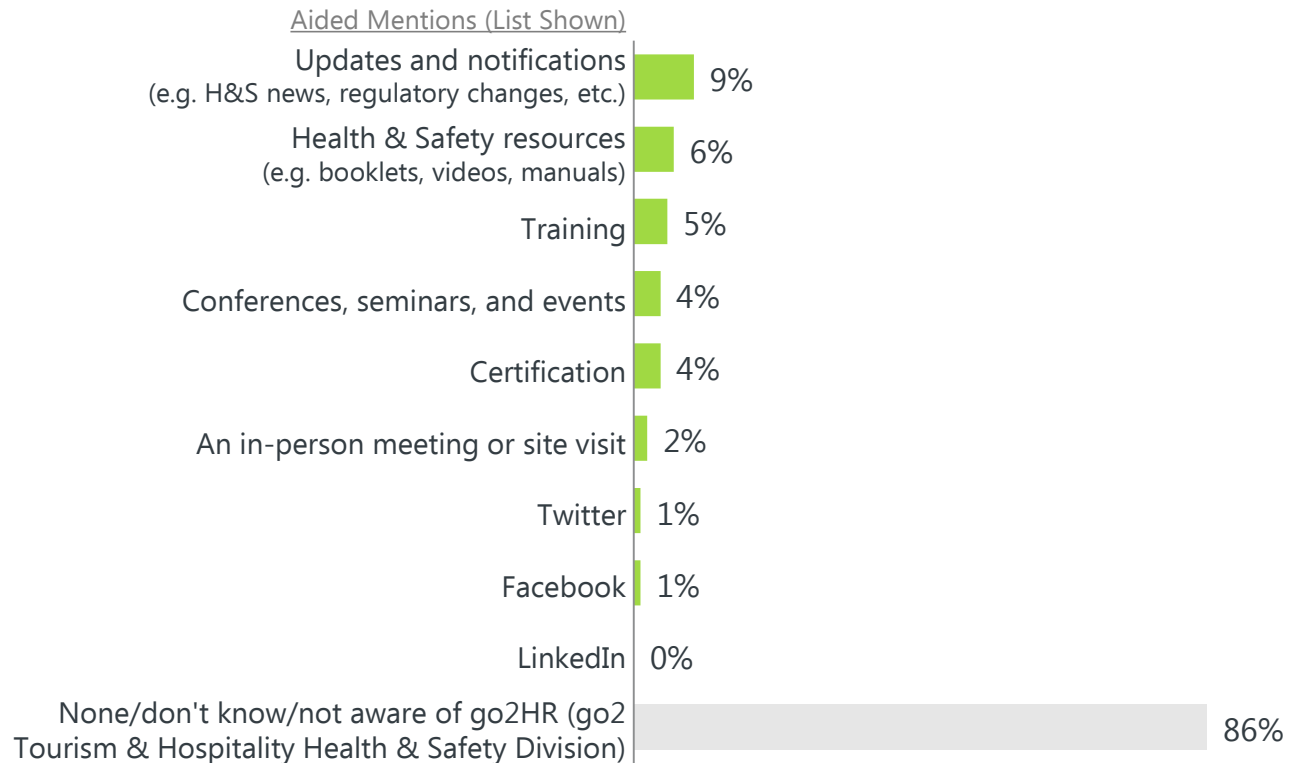
Q4. Overall, how satisfied are you with what go2HR (go2 Tourism and Hospitality Health and Safety Division) is doing to promote health and safety in your industry?

Services, Resources, & Information Used or Received

- Overall, 14% of employers recall receiving some kind of service, resource, or information from go2HR.
- Among those employers aware of go2HR, 61% recall receiving services, resources, or information from the association.
- The most utilized resources are updates and notifications, health and safety resources, and training.

Services, Resources, & Information Used or Received from go2HR (go2 Tourism & Hospitality Health & Safety Division)

(among all go2HR employers)



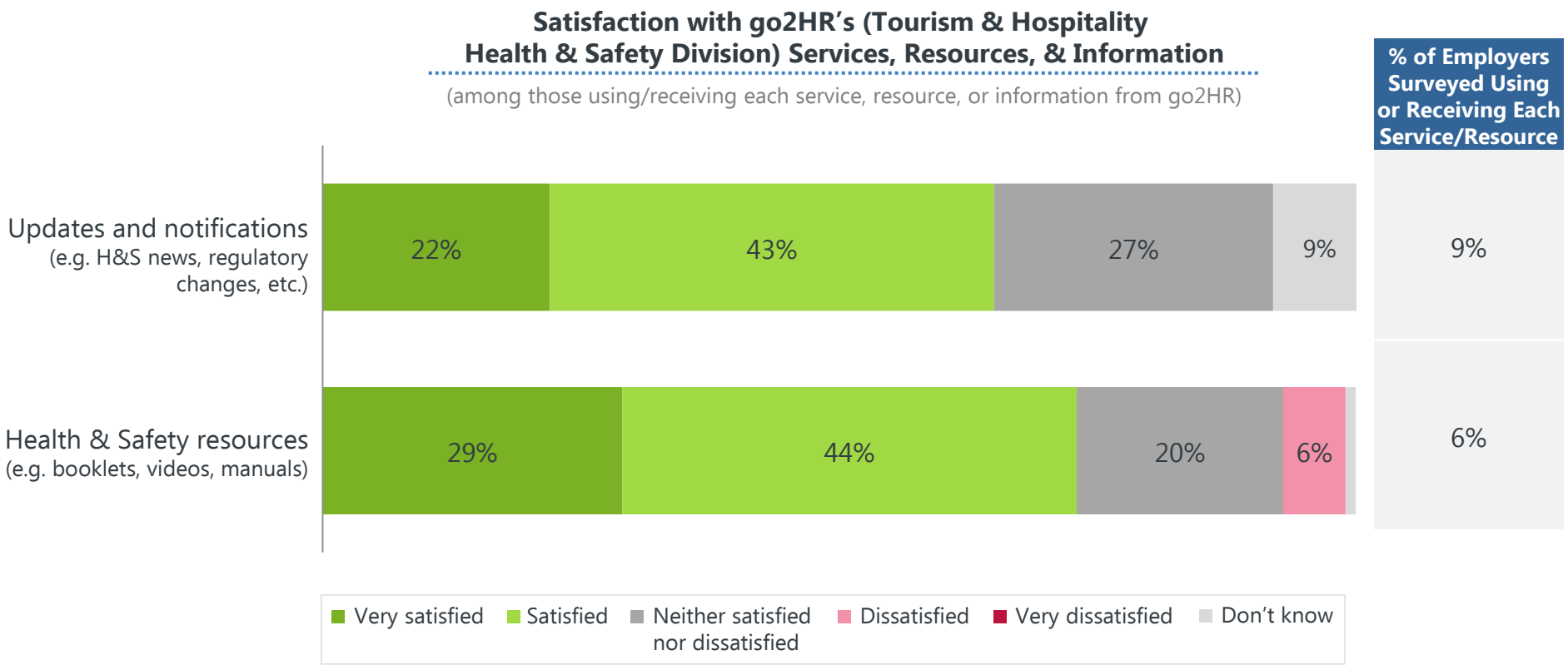
Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers (311)

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)?

Satisfaction with Services, Resources, & Information

Employers assessed each of the services received; presented below is the feedback on the two services that received at least 30 assessments.

- Health and safety booklets, videos, and manuals are well received by employers. Three-quarters of those who have received them are satisfied that their needs were met, including 29% who were very satisfied. A small proportion, 6%, were dissatisfied with the resources.
- Broadly two-thirds of employers are satisfied with go2HR's updates and notifications.



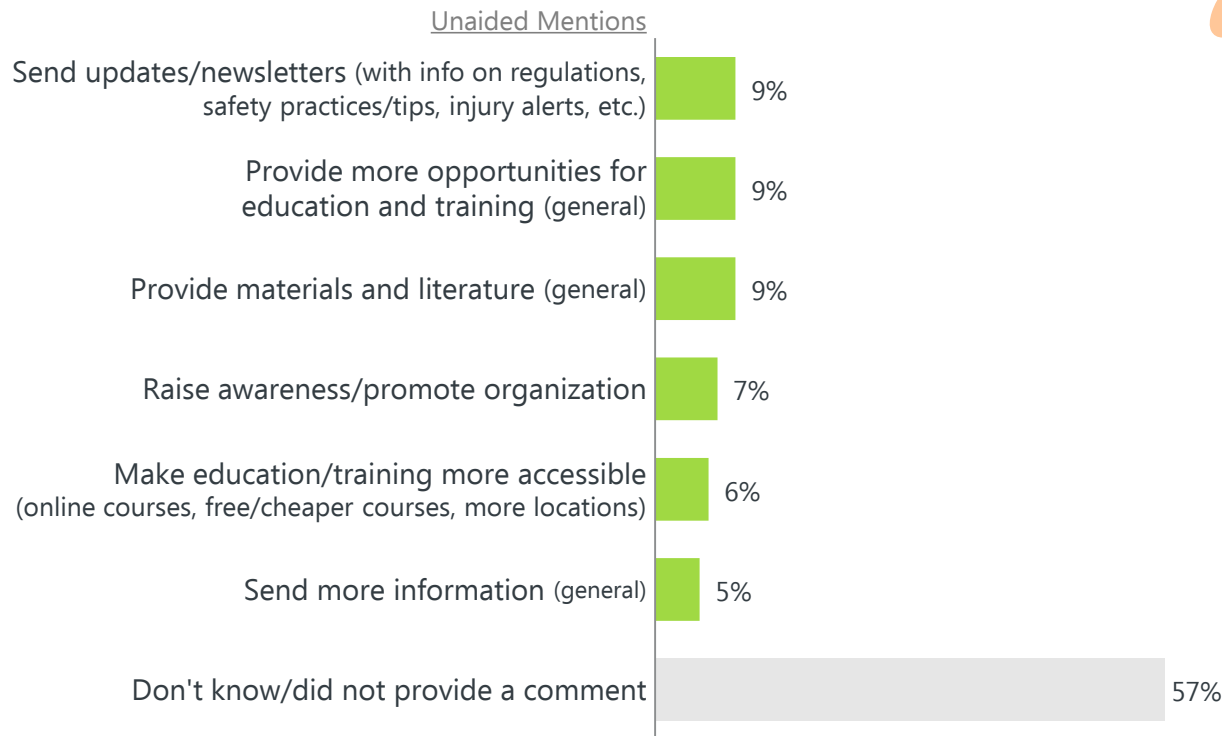
Base: Among those receiving services, resources, and information from go2HR (go2 Tourism & Hospitality Health & Safety Division) (31-38)
Note: Only services/resources with 30+ responses are shown.
Q5. go2HR (go2 Tourism and Hospitality Health and Safety Division) offers various services, resources, and 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?

Suggestions for Support

- Employers were asked whether there was anything else go2HR could do to better serve or support their company or industry. The top suggestions include sending updates and newsletters, providing more opportunities for education and training, and providing more materials and literature in general.

Suggestions for how go2HR (Tourism & Hospitality Health & Safety Division) Could Support Employers

(% mentioning/major mentions only)



“A newsletter with advice to restaurants on how to avoid the most common work safe claims.”

“Provide industry training courses available to businesses.”

“Small simple posters that could be posted to remind new employees of basic safety and health information.”

“Advertising what they do, I didn't even know they exist!”

“Developing online safety courses for employees and making it mandatory to complete these. Probably offer a certificate on completion.”

“Provide information directed towards young employees.””

Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers (311)

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?

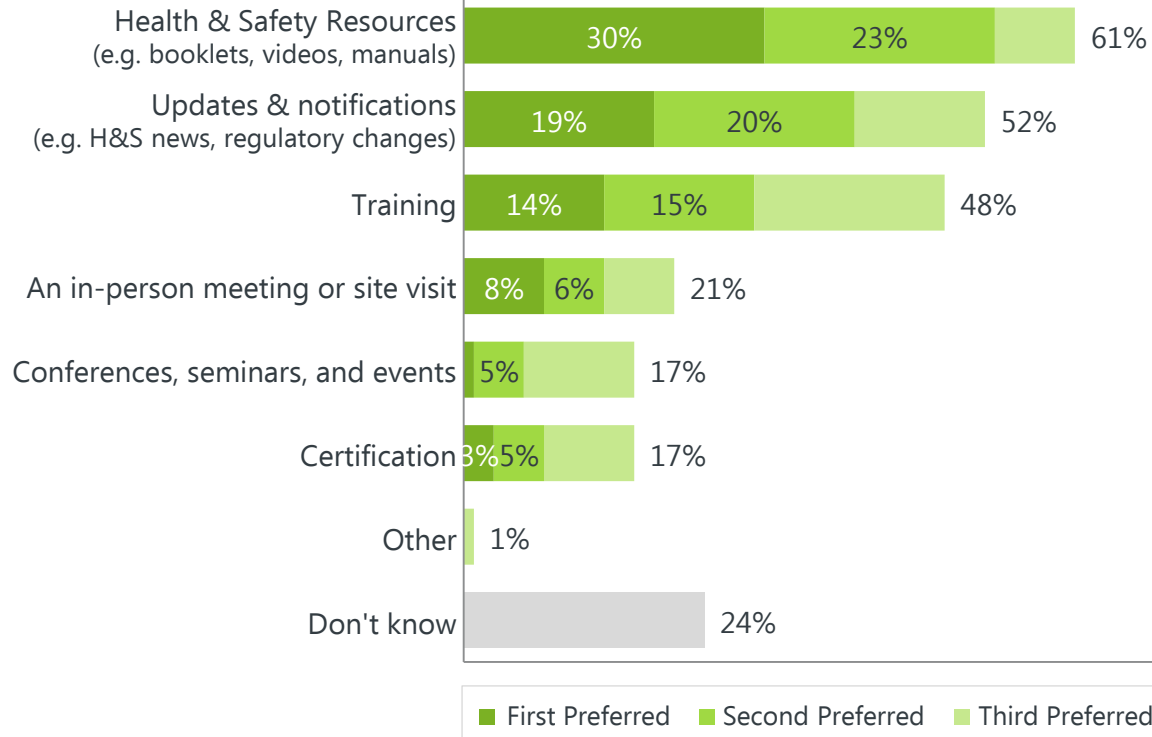
Preferred Services, Resources, & Information

Employers were provided with a list of ways that go2HR could help their company improve health and safety, and asked to select their top three choices.

- The top preference is for go2HR to provide them with health and safety resources such as booklets, videos, and manuals, which 61% ranked within their top three choices.
- The next two most popular services are updates/notifications and training, both of which attract the interest of about half of all employers.

Top Three Preferred Services, Resources, & Information for go2HR (Tourism & Hospitality Health & Safety Division) to Provide

Aided Mentions (List Shown)



Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers (311)

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?

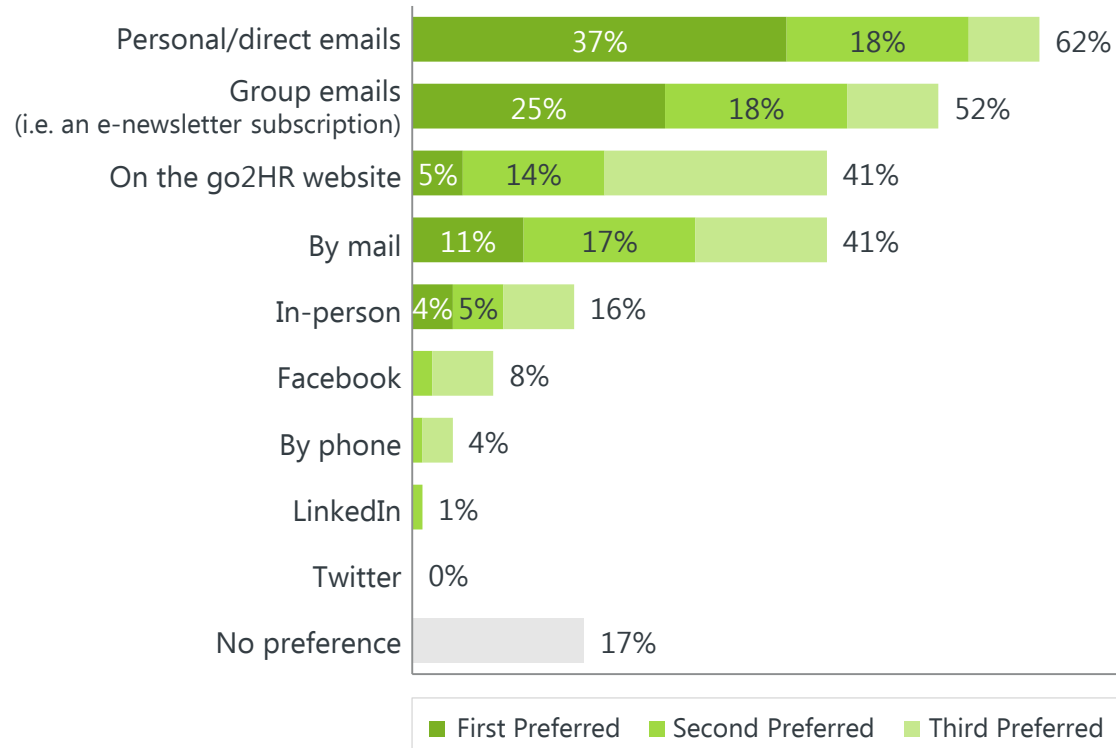
Preferred Communication Channels

Employers were provided with a list of communication channels for receiving information from go2HR and asked to select their top three choices.

- The top choice for communications is emails, with personal/direct emails favoured over group emails.
- The go2HR website and regular mail round out the top choices.

Top Three Preferred Channels for Receiving Information from go2HR (Tourism & Hospitality Health & Safety Division)

Aided Mentions (List Shown)



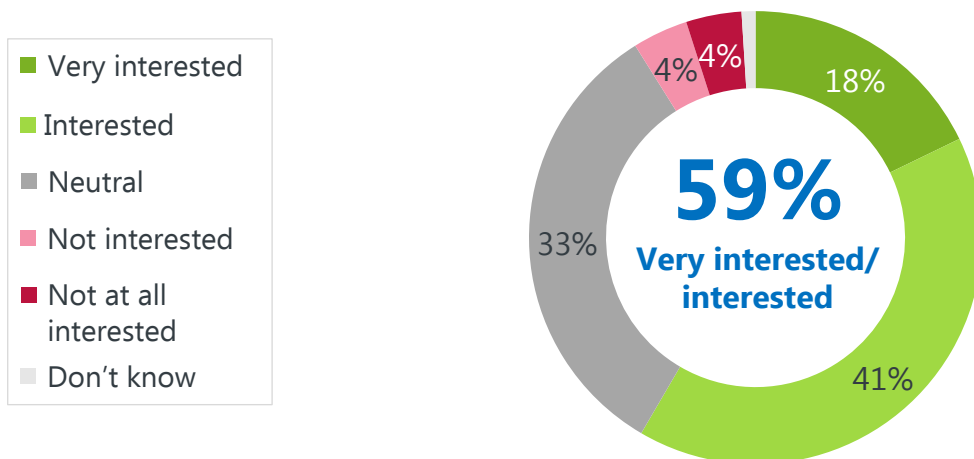
Base: All go2HR (go2 Tourism & Hospitality Health & Safety Division) employers (311)

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)?

Interest in Receiving Services, Resources, & Information

- Six-in-ten employers express interest in receiving services, resources, or information from go2HR, while one-third are unsure and one-in-ten are not interested.
- Interest steps up with company size, rising from just over half of Very Small and Small companies, to 85% of Medium companies, to virtually all Large companies.

Interest in Receiving Services, Resources, & Information from go2HR (Tourism & Hospitality Health & Safety Division)



Employer Profile

- The table below shows the profile of employers that were surveyed, broken down by employer size (based on WorkSafeBC's estimated 2016 assessable employer payroll size).
- Two-thirds of all go2HR employers have less than 20 employees in BC, including 20% that have no more than 3 employees.
- Seven-in-ten of those completing the survey were business owners.

	Estimated 2016 Employer Payroll Size				
	Total	Very Small	Small	Medium	Large
(base)	% (311)	% (139)	% (115)	% (33*)	% (24*)
Number of Employees in BC					
None/No employees	3	6	-	-	-
1-3 employees	17	33	2	-	-
4-19 employees	47	57	44	-	-
20-99 employees	27	4	51	58	4
100+ employees	5	-	3	42	96
Role in Company					
<u>Aided List</u>					
Business owner	71	83	64	27	13
Senior executive	3	1	2	24	21
Manager	13	10	14	24	33
Supervisor	-	-	-	3	4
Staff member	1	1	1	-	8
Dedicated health and safety position	1	-	1	-	13
Internal bookkeeper/accountant	11	4	18	21	8
Board member	1	1	-	-	-
Subsector					
7610 Accommodation, Food, and Leisure Services	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.



Appendix

Questionnaire

EMAIL INVITE TO SURVEY [ALL CAP TEXT NOT SHOWN TO RESPONDENT]

Subject: WorkSafeBC would like to hear from you!

From: WorkSafeBC & Sentis Research

**WORK SAFE BC**

Dear sir/madam,

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, 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.

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

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

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 start survey below.

Start Survey

If you are unable to click on the button, copy the entire text of this link and paste it into your web browser: {SURVEY URL}

We really appreciate your feedback.

Regards,

WorkSafeBC & Sentis Research

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.

If you have any problems with this survey, please contact us at worksafebc@sentis.ca

[Privacy Policy](#)

[Unsubscribe](#)

Sentis Market Research Inc.
6th Floor, 543 Granville Street
Vancouver, BC, V6C 1X8
sentisresearch.com

**SAVE & RESUME LATER**

If you have any problems with this survey,
please contact us at worksafebc@sentis.ca

NEXT

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EMAIL REMINDER [ALL CAP TEXT NOT SHOWN TO RESPONDENT]

Subject: Reminder: WorkSafeBC would like your feedback!

From: WorkSafeBC & Sentis Research

**WORK SAFE BC**

Dear sir/madam,

There is still time to participate in WorkSafeBC's health and safety survey!

Please complete the survey by Friday, February 12.

[Start Survey](#)

If you started the survey but didn't finish it, you can pick up right from where you left off:

[Continue Survey](#)

If you're not the person responsible for health and safety in your company, 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.

If you are unable to click on the button, copy the entire text of this link and paste it into your web browser: {SURVEY URL}

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.

We really appreciate your feedback.

Regards,

WorkSafeBC & Sentis Research

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.

If you have any problems with this survey, please contact us at worksafebc@sentis.ca

[Privacy Policy](#)

[Unsubscribe](#)

Sentis Market Research Inc.
6th Floor, 543 Granville Street
Vancouver, BC, V6C 1X8
sentisresearch.com

[SAVE & RESUME LATER](#)

If you have any problems with this survey,
please contact us at worksafebc@sentis.ca

[NEXT](#)

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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

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...

1. Improving
2. Getting worse
3. Staying the same
97. Don't know

Q2. [open end]

Can you think of any organizations in BC that support or promote workplace health and safety in Hospitality & Tourism?

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 MISSPELLED RESPONDENT WILL BE ASKED Q3a.

Q3a. [single choice]

PROMPT IF LEFT BLANK: You missed this question. If you are unable to provide feedback, please click 'Next' to continue.

Have you heard of **go2HR (go2 Tourism and Hospitality Health and Safety Division)**?

1. Yes
2. No – SKIP TO Q7

Q3b. [single choice]

How did you first hear about **go2HR (go2 Tourism and Hospitality Health and Safety Division)**?

RANDOMIZE

1. Advertisement
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)
97. Can't recall

Q4. [single choice]

Overall, how satisfied are you with what **go2HR (go2 Tourism and Hospitality Health and Safety Division)** 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
97. Don't know

Q5. [multi choice]

The **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)**?

Please check all that apply.

- a. Health & Safety resources (eg. booklets, videos, manuals)
- b. Updates and notifications (eg. H&S news, regulatory changes, etc)
- c. Training
- d. Certification [IF SELECTED, POP UP MULTI LINE TEXT BOX "Specify which certification(s):"]
- e. Conferences, seminars and events
- f. An in-person meeting or site visit
- g. LinkedIn
- h. Twitter
- i. Facebook
- j. Anything else? _____ [ANCHOR AT BOTTOM]
98. None/don't know [ANCHOR AT BOTTOM]

POP UP FOR EACH ITEM SELECTED

Q6a-f. [single choice]

How would you rate **[INSERT EACH ITEM USED IN Q5]** on meeting your needs?

- a. the Health & Safety resources (eg. booklets, videos, manuals)
- b. the updates and notifications (eg. H&S news, regulatory changes, etc)
- c. the training
- d. the certifications
- e. the conferences, seminars and events
- f. the in-person meetings or site visits
- g. their updates on LinkedIn
- h. their tweets on Twitter
- i. their posts on Facebook
- j. INSERT OTHER 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 **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?

IF Q3A=2: The **go2HR (go2 Tourism and Hospitality Health and Safety Division)** is the health and safety association for in Hospitality & Tourism 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?

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]

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?

Please rank up to three items by dragging them over to the right.

Ranking
(#1, #2, #3)

RANDOMIZE

1. Health & Safety resources (eg. booklets, videos, manuals)
2. Updates and notifications (eg. H&S news, regulatory changes, etc)
3. Training
4. Certification
5. Conferences, seminars and events
6. An in-person meeting or site visit
7. Anything else? (please drag over and specify)
97. Don't know [EXCLUSIVE]

ASK ALL Q9

Q9. [multi choice; drag and drop]

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

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 Go2HR (go2 Tourism and Hospitality Health and Safety Division) website
7. LinkedIn
8. Twitter
9. Facebook
10. Other (please specify)
11. 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
- 97. 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]

And for classification purposes...

Approximately how many workers does your company employ in BC?

employees

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. Dedicated health and safety position
- 7. Bookkeeper/accountant
- 8. Other (please specify)

Q12. [single choice]

Does your company/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 of our questions.
Please click submit to complete your survey.**

Thank you very much for your feedback. Your survey has been submitted!