

AgSafe (formerly FARSHA)

Market Penetration Survey Report

April 1, 2019

Contents

03	Objectives & Methodology
05	Executive Summary
09	Summary of Findings
21	Appendix

Objectives & Methodology

Objectives & Methodology

- WorkSafeBC, in partnership with AgSafe, previously known as FARSHA, carried out the second survey with employers in BC's Agriculture sector, following up the initial research conducted in 2016.
- The main objectives of the survey are to measure employer awareness of AgSafe and identify their needs and preferences for health and safety information and support
- The survey covered the following topics:
 - General perceptions around safety in agriculture
 - Awareness of AgSafe
 - Satisfaction with AgSafe
 - Usage of and satisfaction with the services, resources, and information provided by AgSafe
 - 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 225 surveys were obtained from employers falling within AgSafe's industry sector 7010 Agriculture

Year	Email Sample Invited	Surveys Obtained	Participation Rate	Margin of Error (19 times out of 20)
2016	1,883	230	12%	±7%
2019	1,786	225	13%	±7%

- 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 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

Agriculture Industry Perceptions of Workplace Health & Safety

BC agriculture employers continue to be optimistic about safety in the industry. As in 2016, broadly six-in-ten (61%) say that workplace safety is improving. The remaining either think it is staying the same (23%) or don't know (16%).

Knowing there is an association dedicated to promoting health and safety in the industry strengthens employers' perceptions about change for the better. That is, perceptions of workplace safety improving are higher among employers who know about AgSafe. Among those aware, 66% think health and safety is improving, compared with 46% among those who do not know about AgSafe.

Consistent with 2016, the biggest health and safety concerns among agricultural employers are the (mis)use of tools, equipment or machinery (36% mentioning) and farm animal handling (22% mentioning). AgSafe has the opportunity to provide on-going support and education to employers via services, information and resources on common types of health and safety risks in agriculture.

Awareness and Satisfaction with AgSafe

Awareness of AgSafe has been stable since 2016, with broadly seven-in-ten employers knowing about the association, including 32% who remember the name without being prompted. However, the proportion recalling the name without assistance is slightly lower than in 2016 (when 40% could do so).

Executive Summary

Awareness and Satisfaction with AgSafe (cont'd)

The top three ways employers find out about AgSafe are the same as in 2016: the association sponsoring or participating in an event (22%), reading one of their publications (16%) or word of mouth (16%). However, the proportion of employers citing AgSafe publications has edged down from 26% in 2016 to 16% currently. The association should review its publication distribution to determine if it has actually declined. If not, this indicates the publications are not reaching employers.

Consistent with 2016 evaluations, employers who are aware of AgSafe are largely satisfied (64%) with the association's performance on promoting health and safety in the industry.

Access and Usage of Health & Safety Resources

Half of agriculture employers recall receiving and/or using some kind of service, resource or information from the association, typically health & safety resources (e.g. booklets, videos, manuals) and updates and notifications (e.g. regulatory changes, etc.).

Though still at the top of the list, fewer employers now report having used/received health & safety resources from AgSafe this year (33% vs 48% in 2016). Employers who did receive and or use AgSafe health and safety resources value the interaction, with a sharp rise in employer very satisfied ratings; rising from one-in-five employers (19%) to one-in-three saying they are very satisfied (35%) with these health and safety resources. The association may want to investigate the distribution, awareness and communication strategy for employers AgSafe health and safety resources.

AgSafe's services and resources continue to be well received by employers.

Executive Summary

Opportunities to Provide Improved Support to Employers

Employers offer a number of top of mind suggestions for AgSafe to help improve their workplace health & safety; requests to provide more opportunities for education and training top the list.

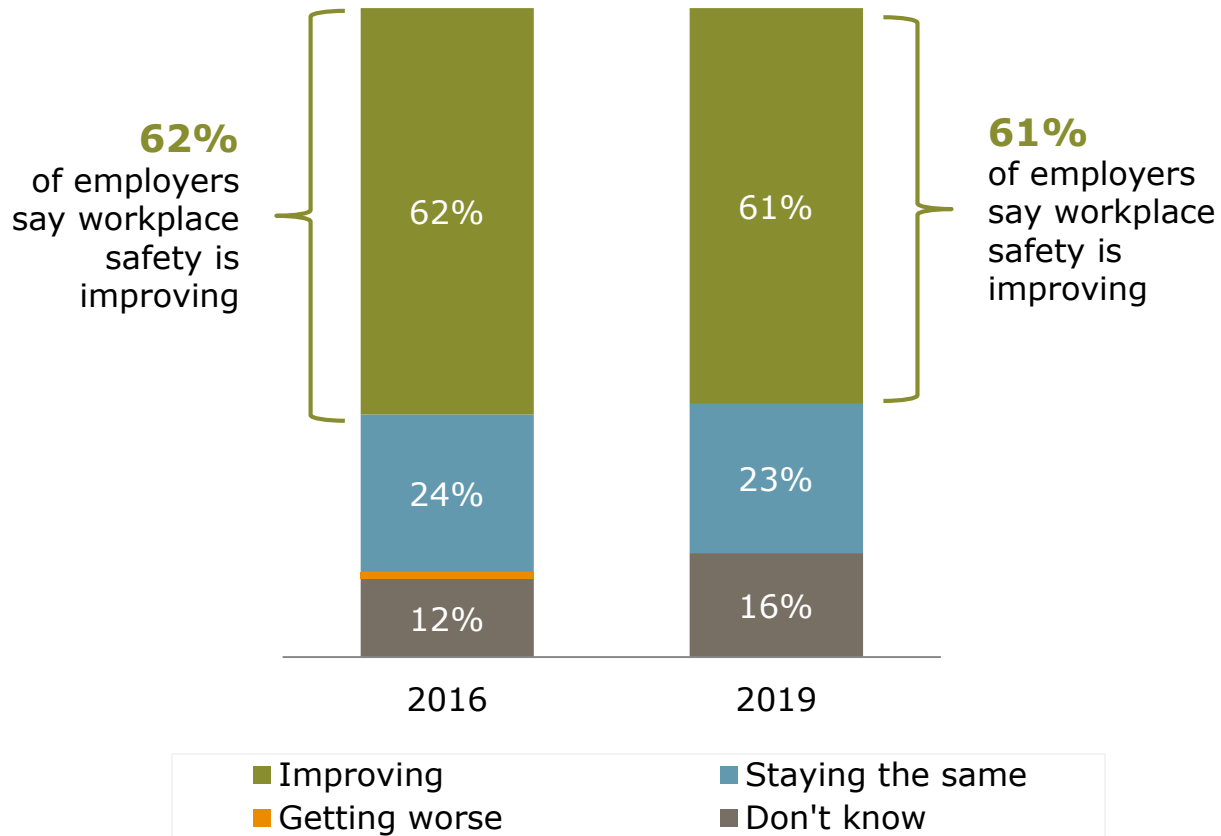
Looking to the future, when given a list of options to choose from, employers once again prioritize AgSafe providing updates & notifications and health and safety resources, in support of workplace health and safety. Asked for the first time this year, AgSafe providing online training rounds out the top three options selected.

Employer Communication Preferences

There continues to be strong interest among employers (63%) in receiving services, resources or information to improve workplace health and safety. Employers prefer to receive communication from AgSafe via emails, mail and the website.

Summary of Findings

Agriculture sector employers continue to be positive about workplace safety; six-in-ten say it is improving, in-line with 2016



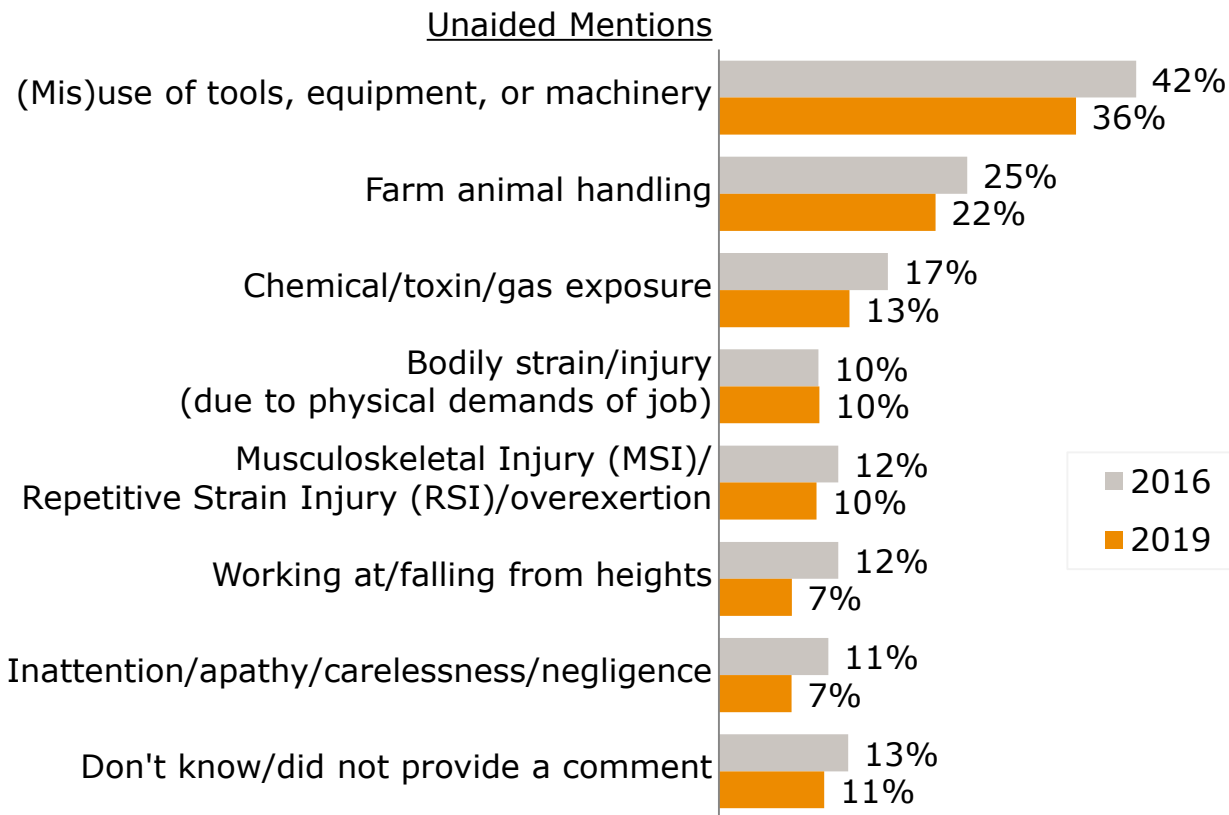
Employers aware of AgSafe are more likely to say workplace safety is improving (66% think it is improving, compared with 46% among those who are not aware of AgSafe).

Employers who are not aware of AgSafe are more likely to be unsure about the state of workplace safety (29% don't know, compared with 16% overall).

Base: All AgSafe/FARSHA employers: 2016 (230), 2019 (225)

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

The (mis)use of equipment and farm animal handling continue to be the top health and safety risks cited by employers in agriculture



“

Safety around, and use of farm equipment

Working with different types of machinery

Head injuries due to horse riding accidents

Working with animals...they are unpredictable

Chemical handling/spraying Incorrectly

”

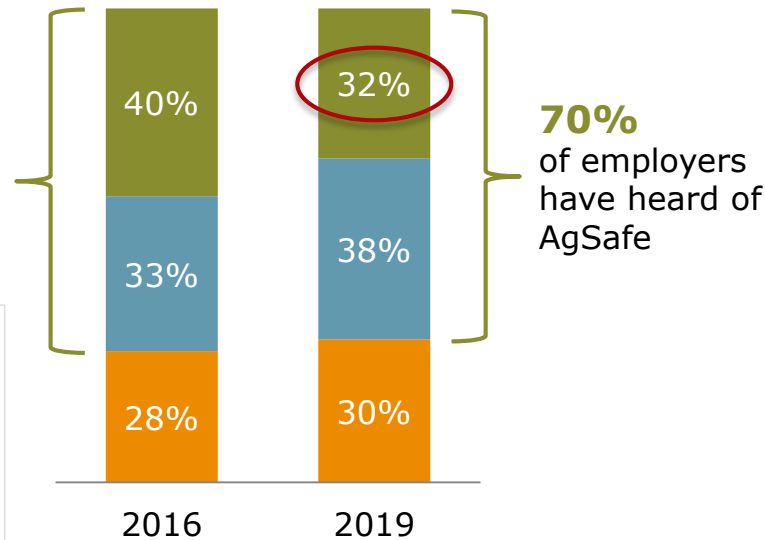
Note: Only mentions 7% or more in 2019 are shown

Base: All AgSafe/FARSHA employers: 2016 (230), 2019 (225)

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, the majority of employers have heard of AgSafe/FARSHA

73%
of employers
have heard of
FARSHA/AgSafe



70%
of employers
have heard of
AgSafe

Slightly fewer employers could name AgSafe, (or FARSHA, as it was previously known) without being prompted, when comparing 2019 with 2016 results; 32% are aware vs. 40% in 2016.

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

Other Health & Safety Organizations Named (Unaided)*	2016	2019
WorkSafeBC/Worker's Compensation Board	26%	12%
BC Cattleman's Association / BCCA	7%	5%
Horse Council BC / HCBC	4%	4%
Ministry of Agriculture	2%	4%

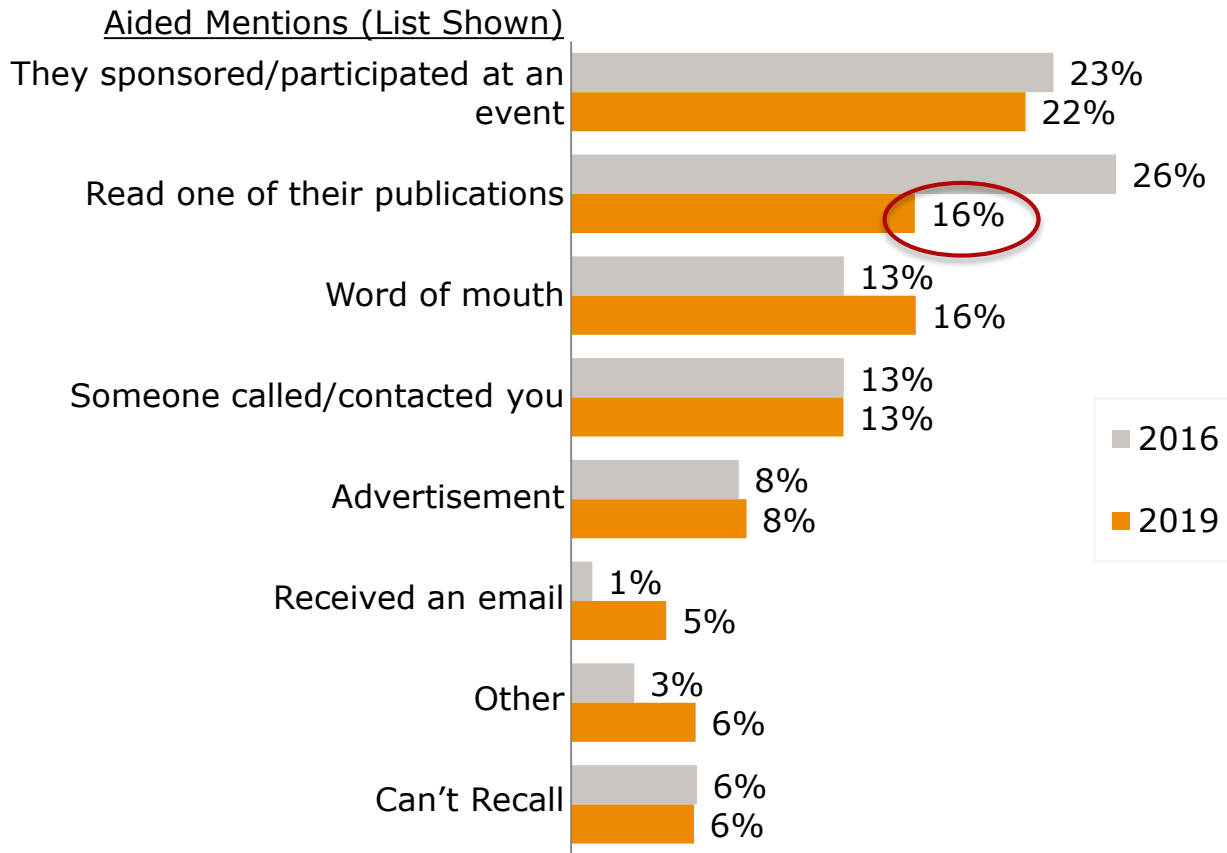
*Note: Only mentions of 4% or more in 2019 are shown

Base: All AgSafe employers: 2016 (230), 2019 (225)

Q2. Can you think of any organizations in BC that support or promote workplace health and safety in Agriculture?

Q3a. Have you heard of AgSafe, previously known as FARSHA?

Employers typically become aware of AgSafe via an event the association participated in/sponsored, from an AgSafe publication or via word of mouth



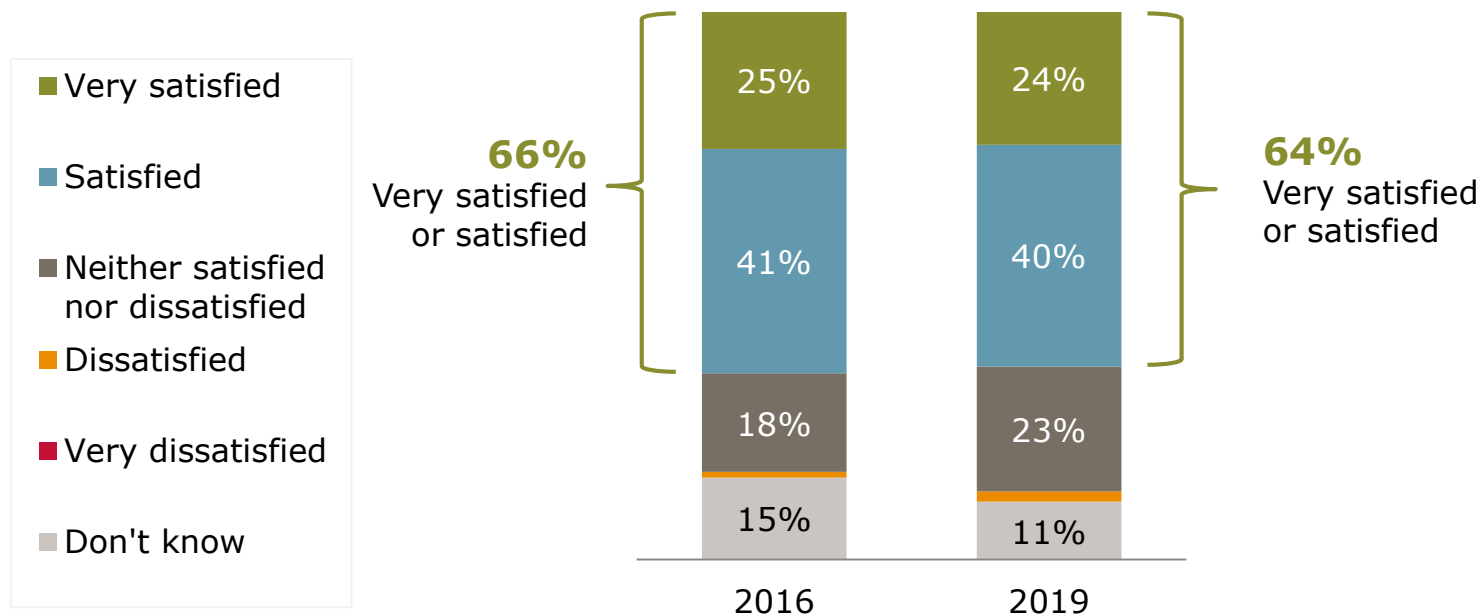
Compared to 2016, fewer employers are learning about AgSafe via association publications (16% vs. 26% in 2016)

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

Base: Among those aware of AgSafe/FARSHA: 2016 (168), 2019 (158)

Q3b. How did you first hear about AgSafe, previously known as FARSHA?

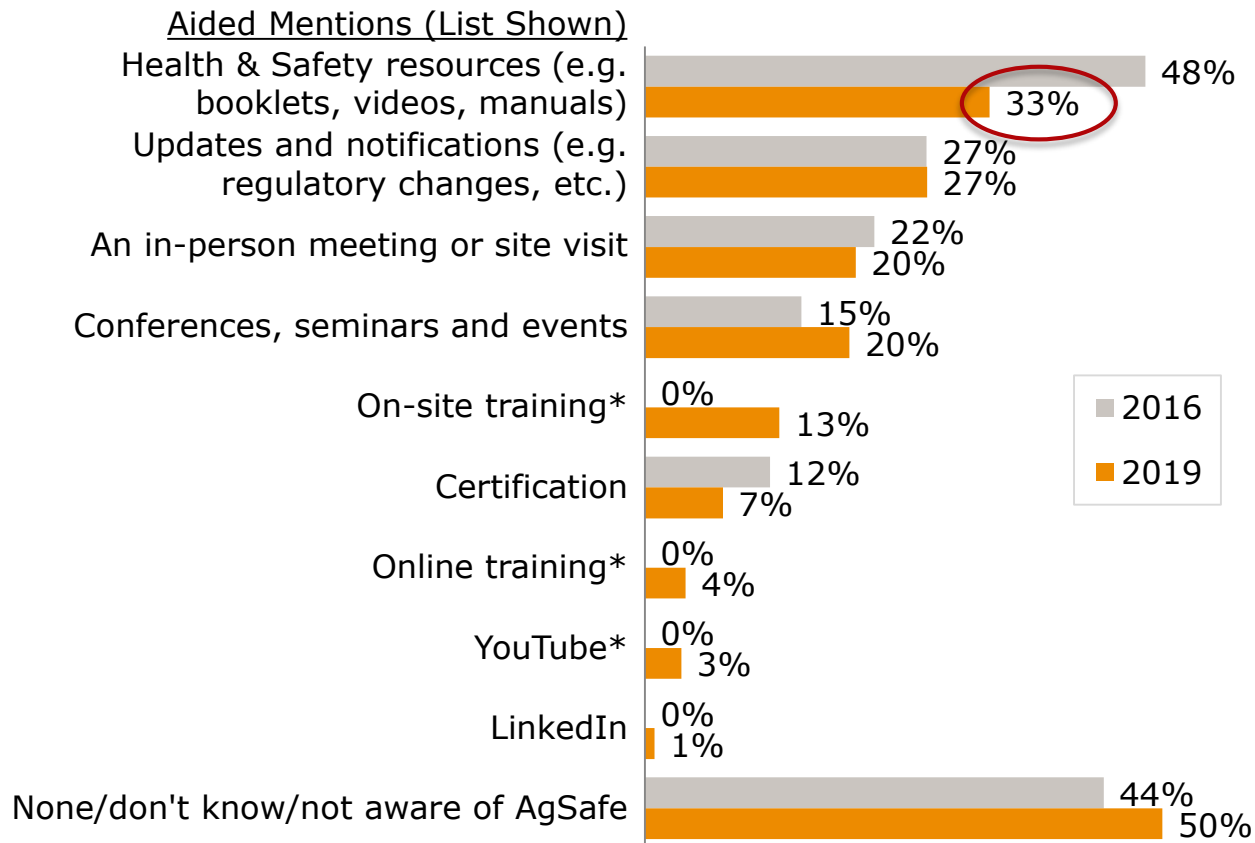
Holding steady, nearly two-thirds of employers who are aware of AgSafe say they are satisfied with its performance promoting health and safety



Base: Among those aware of AgSafe/FARSHA: 2016 (168), 2019 (158)

Q4. Overall, how satisfied are you with what AgSafe, previously known as FARSHA is doing to promote health and safety in your industry?

Half of employers recall receiving and/or using AgSafe resources. H&S resources are still the most utilized, though less so compared to 2016



Though still top of mind, fewer employers report having used/received health & safety resources from AgSafe this year (33% vs 48% in 2016)

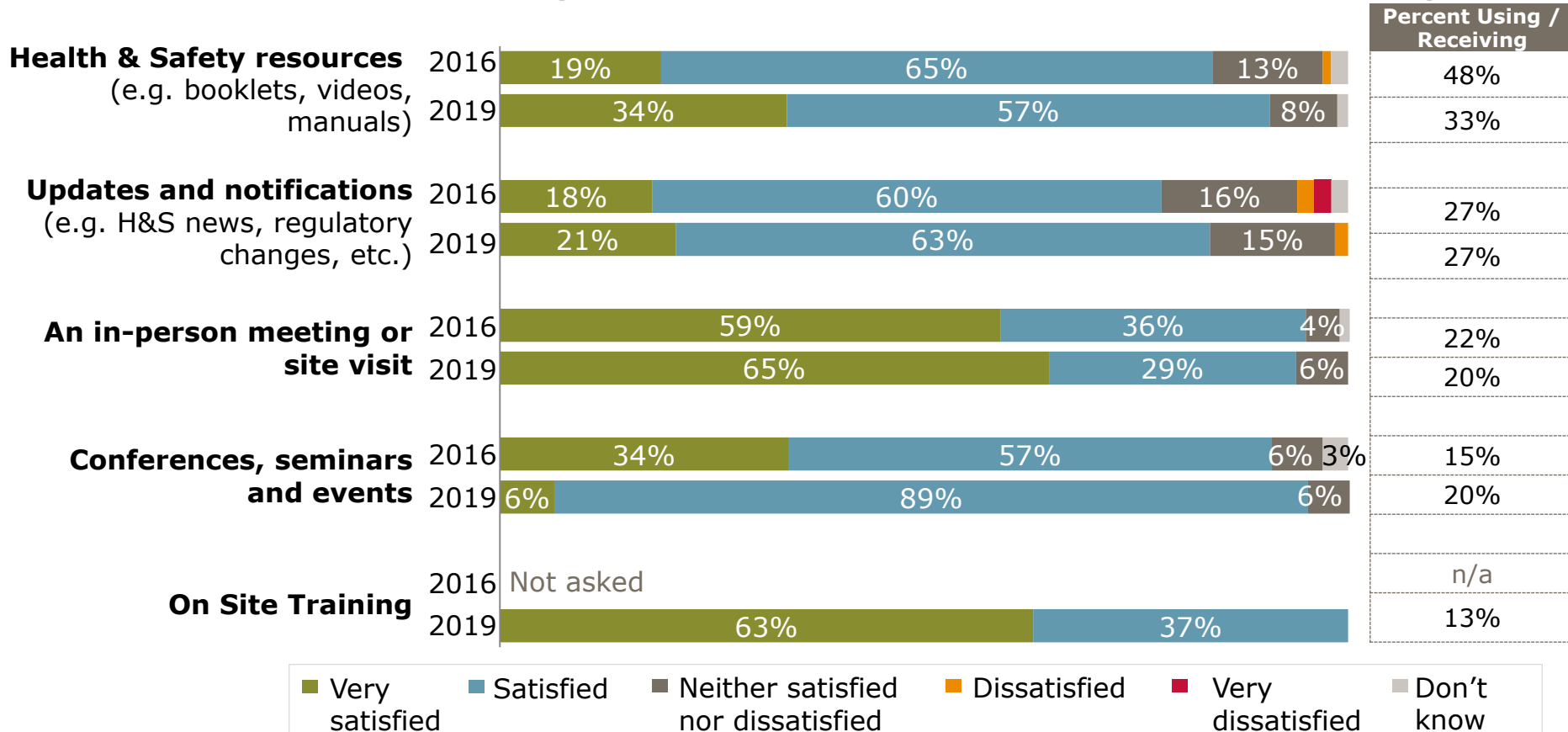
Among employers aware of AgSafe, 72% recall receiving and/or using AgSafe communications (compared to 77% in 2016)

*Not asked in 2016

Base: All AgSafe/FARSHA employers: 2016 (230), 2019 (225)

Q5. AgSafe, previously known as FARSHA offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from AgSafe, previously known as FARSHA?

AgSafe's employer services and resources continue to be well received; highest ratings for in-person meetings/site visits and onsite training



Base: Among those receiving services, resources, and information from AgSafe/FARSHA: 2016 (35-114), 2019 (30-75). Note these base size are the actual number of employers responding (i.e. the unweighted base sizes)

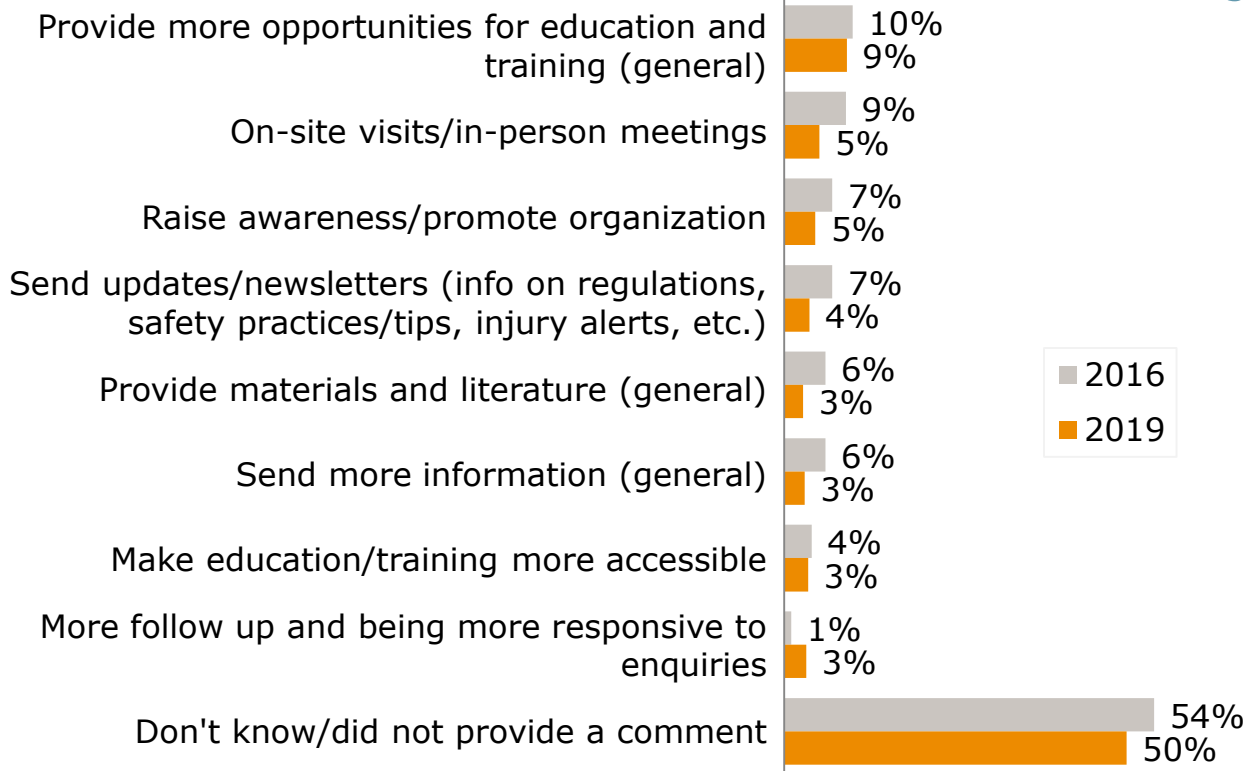
Note: Only services/resources with 30+ responses are shown.

Q5. AgSafe, previously known as FARSHA offers various services, resources, and information on health and safety. Which of these services, resources, or information has your company used or received from AgSafe, previously known as FARSHA?

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

Employers are most likely to request more education opportunities to better support H&S

Unaided Mentions



“ Conducting information sessions to invite companies to attend and improve

If possible, regular visits with a representative that gives ideas and helps review safety procedures and policies implemented. It would be great to have them come out on an annual basis. If it was a mandatory visit I think employers would be required to make sure safety is listed as a priority in the company

Get out and be known. I haven't spoke to or seen much of AgSafe. I'm also unsure of their role in the industry since taking over Farsha

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

Base: All AgSafe/FARSHA employers: 2016 (230), 2019 (225)

Q7. In what ways could AgSafe, previously known as FARSHA better serve or support your company and industry to improve health and safety in your workplace?/ AgSafe, previously known as FARSHA is the health and safety association for the Agriculture industry in BC. With this in mind, in what ways could AgSafe, previously known as FARSHA serve or support your company and industry to improve health and safety in your workplace?

When looking ahead, employers continue to want AgSafe to focus on providing updates & notifications and H&S resources, in support of workplace H&S

	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
Aided Mentions (List Shown)								
Updates & notifications (e.g. H&S news, regulatory changes)	55	49	20	21	22	15	13	13
Health & Safety Resources (e.g. booklets, videos, manuals)	60	47	33	14	15	21	12	12
Online training*	n/a	38	n/a	12	n/a	11	n/a	15
An in-person meeting or site visit	34	31	12	14	10	7	12	10
Conferences, seminars, and events	39	27	6	9	14	10	19	8
On-site training*	n/a	25	n/a	8	n/a	10	n/a	7
Certifications	14	16	2	5	6	4	6	7
Other	1	1	0	1	0	0	1	0
Don't know	13	15	13	15	n/a		n/a	

*Not asked in 2016. Note: Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred.
 Base: All AgSafe/FARSHA employers: 2016 (230), 2019 (223). Q8. Looking ahead, what kinds of services, resources, or information from AgSafe, previously known as FARSHA would most help you improve health and safety in your workplace?

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

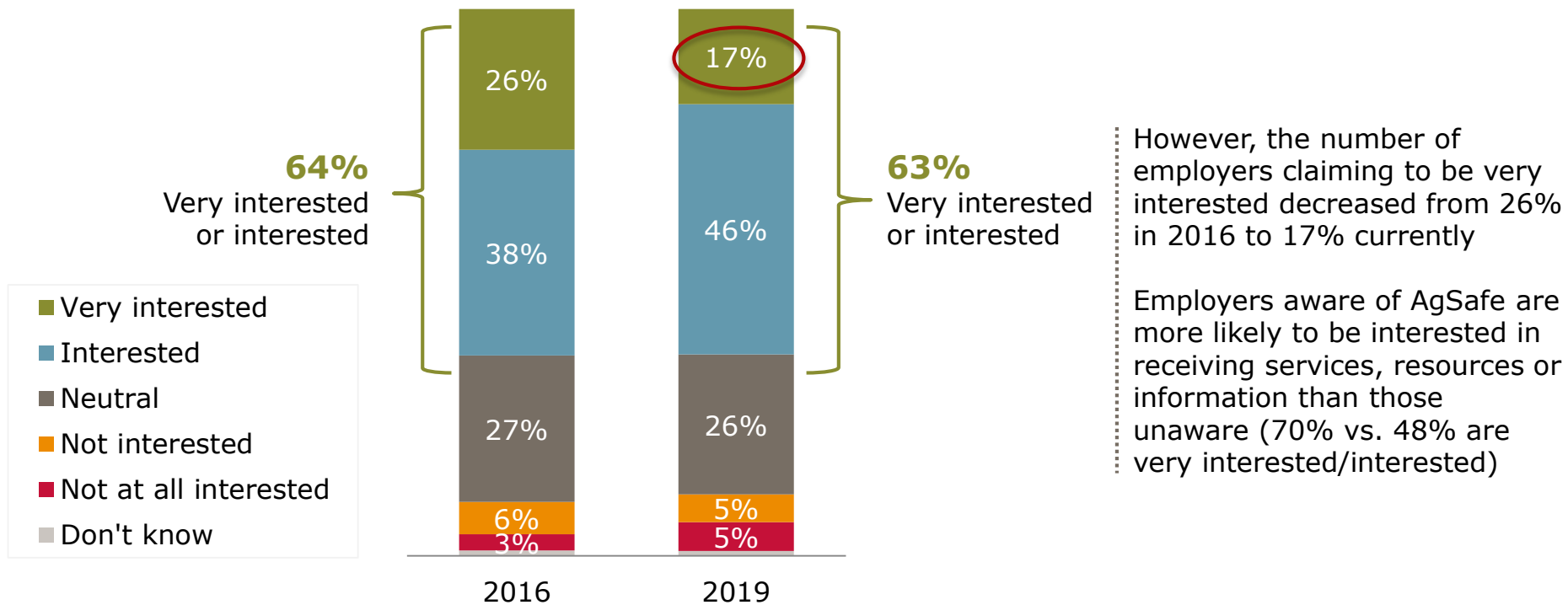
	Total		First Preferred		Second Preferred		Third Preferred	
	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %	2016 %	2019 %
Aided Mentions (List Shown)								
Group emails (i.e. e-newsletter)	57	52	28	30	20	12	9	10
Personal/direct emails	60	51	32	28	20	14	8	9
By mail	38	42	13	14	12	19	13	9
On the AgSafe/FARSHA website	53	37	11	6	18	15	24	16
In person	21	18	8	6	7	5	6	7
Facebook	7	8	0	1	2	4	5	3
YouTube*	n/a	9	n/a	3	n/a	2	n/a	4
By phone	7	7	0	0	3	3	4	4
Instagram*	n/a	2	n/a	0	n/a	1	n/a	1
Other	2	2	0	2	1	0	1	0
No preference	7	10	7	10	n/a		n/a	

*Not asked in 2016. Note: Second and third preferences were optional. Employers could only choose 'don't know' as their first preferred.

Base: All AgSafe/FARSHA employers: 2016 (230), 2019 (225)

Q9. How would you generally prefer to receive information (e.g. updates on new services and resources, H&S news, regulatory changes) from AgSafe, previously known as FARSHA?

Consistent with 2016, most employers are interested in receiving services, resources or information to improve workplace health and safety



Base: All AgSafe/FARSHA employers: 2016 (230), 2019 (225)

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)	(230)	(225)	(157)	(155)	(58)	(55)	(12*)	(11*)	(3*)	(2*)
Number of Employees in BC										
None/No employees	17	7	24	8	-	4	-	-	-	-
1-3 employees	46	48	55	60	26	24	-	-	-	-
4-19 employees	31	35	20	29	67	53	25	36	-	-
20-99 employees	4	7	1	1	7	15	50	55	-	50
100+ employees	3	3	1	2	-	4	25	9	100	50
Subsector										
7010 Agriculture	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)	(230)	(225)	(157)	(155)	(58)	(55)	(12*)	(11*)	(3*)	(2*)
Role in Company										
<u>Aided List</u>										
Business owner	75	80	81	83	71	72	17	37	0	0
Senior executive	2	2	1	1	0	2	17	9	33	50
Manager	9	6	6	5	16	7	17	0	33	50
Supervisor	1	2	2	3	0	0	0	0	0	0
Staff member	0	2	0	1	2	2	0	27	0	0
Dedicated health and safety position	1	0	0	0	0	2	8	0	33	0
Bookkeeper/accountant	6	5	4	3	12	13	25	18	0	0
<u>Unaided Mentions</u>										
All of the above	2	0	3	0	0	0	0	0	0	0
Office manager/admin	1	0	1	1	0	0	8	0	0	0
Other	2	3	2	3	0	2	8	9	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 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

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

1st Email Reminder

Subject: WorkSafeBC would like your feedback

From: WorkSafeBC & Sentis Research

**Share Your Feedback**

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

Please complete the survey by **Friday, February 22nd**.

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

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

2nd 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 28th**.

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

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

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...

- 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.