

BC Construction Safety Alliance

Market Penetration Survey

2022

Table of Contents

3	Background
4	Methodology
5	Key findings
8	Detailed findings
23	Recommendations
25	Appendix

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	395	±5%

¹Very 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

More than 2-in-3 construction employers perceive workplace H&S as improving (1-in-2) or staying the same (1-in-3).

The main perceived risks in construction are working at / falling from heights, lack of knowledge or training, and the (mis)use of tools, equipment or machinery.

2

6-in-10 employers are aware of BCCSA, and 4-in-10 have used a BCCSA service, resource or information.

Awareness is higher for larger employers and also tends to bolster confidence. For example, among employers aware of BCCSA, 60% think workplace safety is improving, compared with 46% among those who don't know about BCCSA.

Just over half of those who know about the organization are satisfied with what it is doing to promote H&S. Updates and notifications are BCCSA's most popular service/resource, followed by health and safety resources. Satisfaction with the various services, resources or information is generally high. To improve, employers suggest BCCSA focus on prioritizing updates and notification, online training and health and safety resources.

Key Findings

3

Half of employers are interested in receiving services, resources or information to improve health and safety in their workplace.

Interest increases with employer size. Companies of all sizes favour personal or group email communications. Communications by phone and in-person are least preferred.

4

There is a lack of consensus on how seriously the construction sector takes mental health; four-in-ten feel it is taken seriously, while two-in-ten disagree. The remaining are neutral or unsure. When it comes to BCCSA supporting workers' mental health, employers are divided on thinking BCCSA is doing a good job, not having an opinion, or feeling neutral (about one-third each).

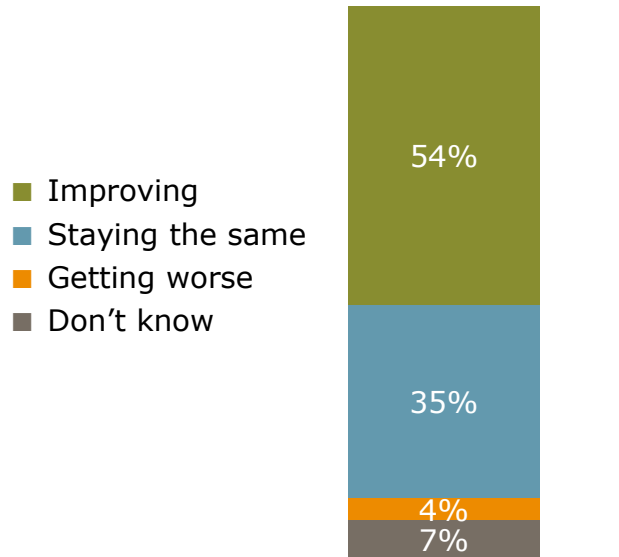
Most employers find their workplace to be a psychologically healthy and inclusive environment, but just under half feel their company has enough resources to prevent mental health injuries in the workplace.

Employers are most interested in assisting with, reducing, and recognizing mental health struggles. Larger companies tend to be more interested than their smaller peers.

Detailed Findings

Just over half of construction employers think workplace safety is improving.

Perceptions of Workplace Health & Safety

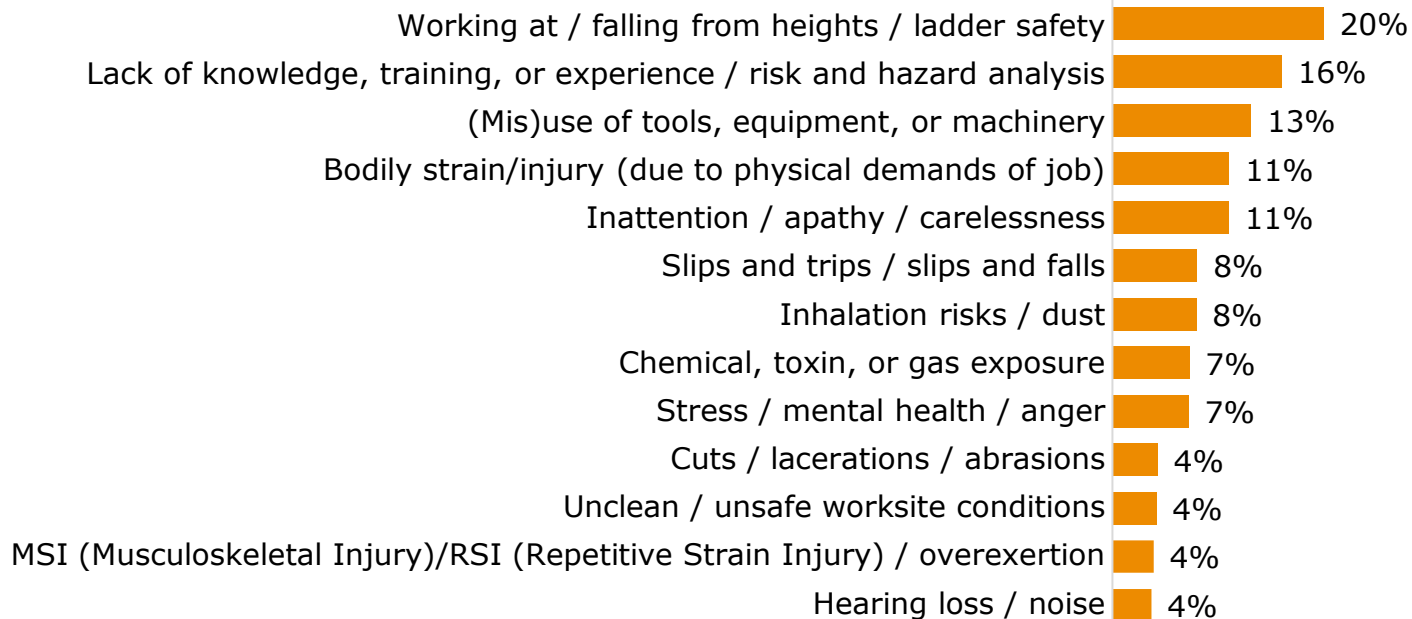


Awareness tends to bolster confidence. Among employers aware of BCCSA, 60% think workplace safety is improving, compared with 46% among those who don't know about BCCSA.

Attitudes are consistent across employer sizes.

Working at/falling from heights is the main safety concern of employers in construction.

Employer Health and Safety Concerns

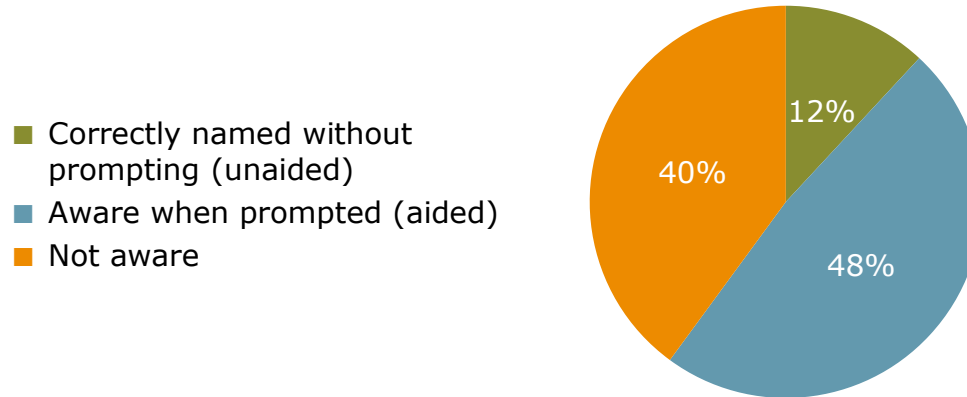


Base: Total 2022 (395). Note: only mentions of 4% or more are shown.

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? Please list up to three.

Six-in-ten employers are aware of BCCSA. Awareness increases with employer size.

Awareness



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

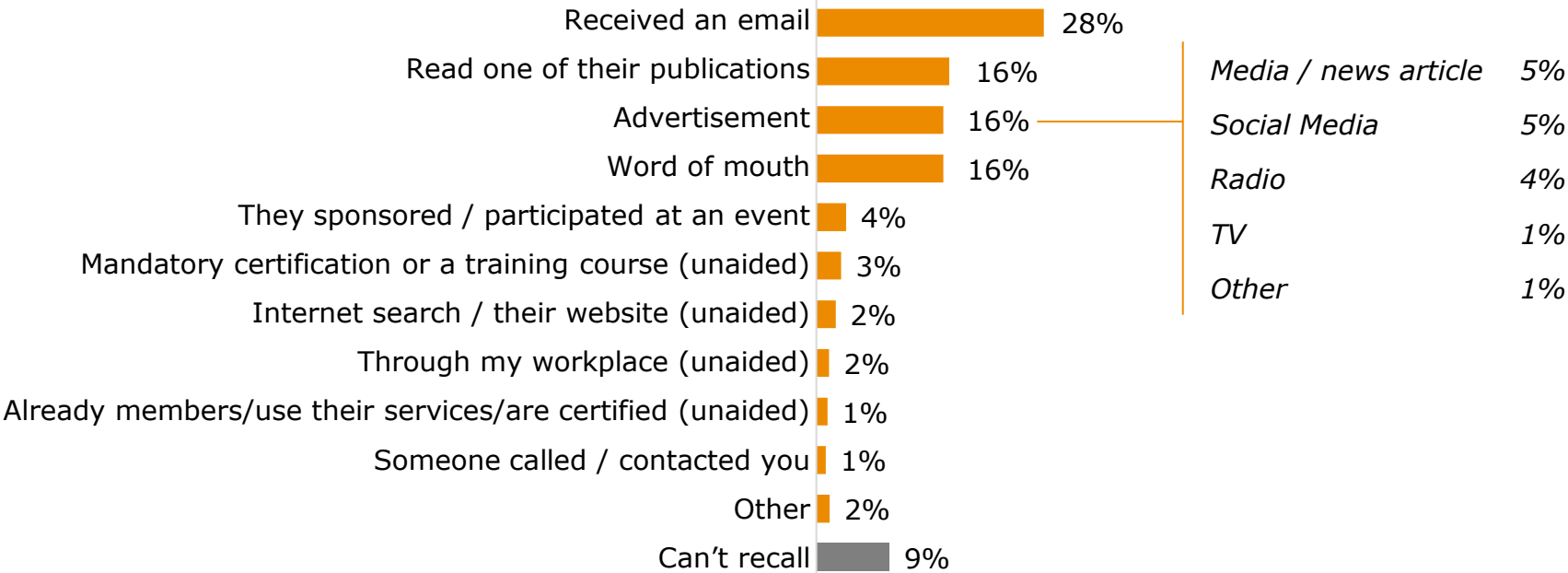
Base: Total 2022 (395)

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

Q3. Have you heard of BC Construction Safety Alliance?

Email is the main driver of awareness for BCCSA.

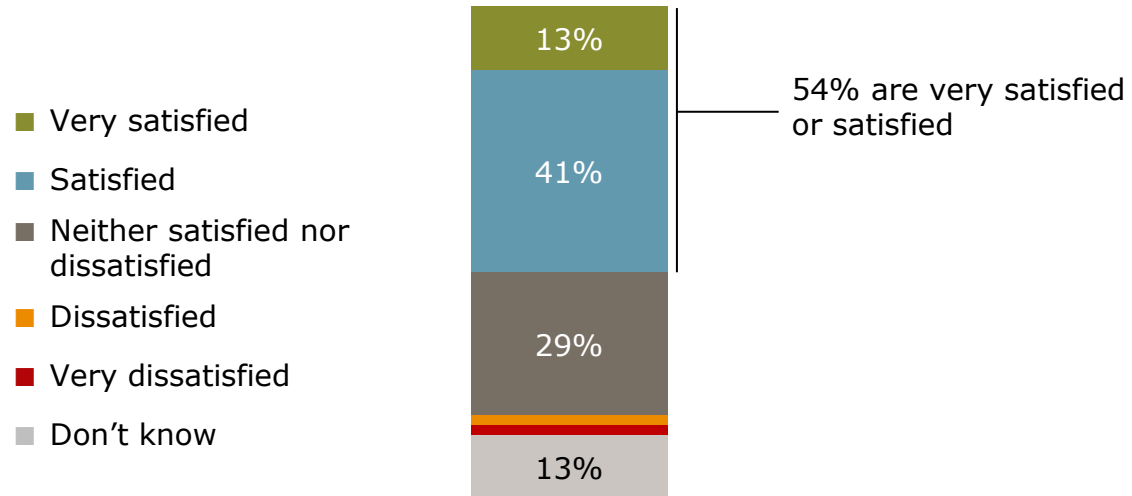
Source of Awareness (how employers first learn about BC Construction Safety Alliance)



Base: Those aware of BC Construction Safety Alliance (243)
Q3b. How did you first hear about BC Construction Safety Alliance? / Q3c. What kind of advertising first made you aware?

Just over half of employers who are aware of BCCSA are satisfied with what it is doing to promote health and safety.

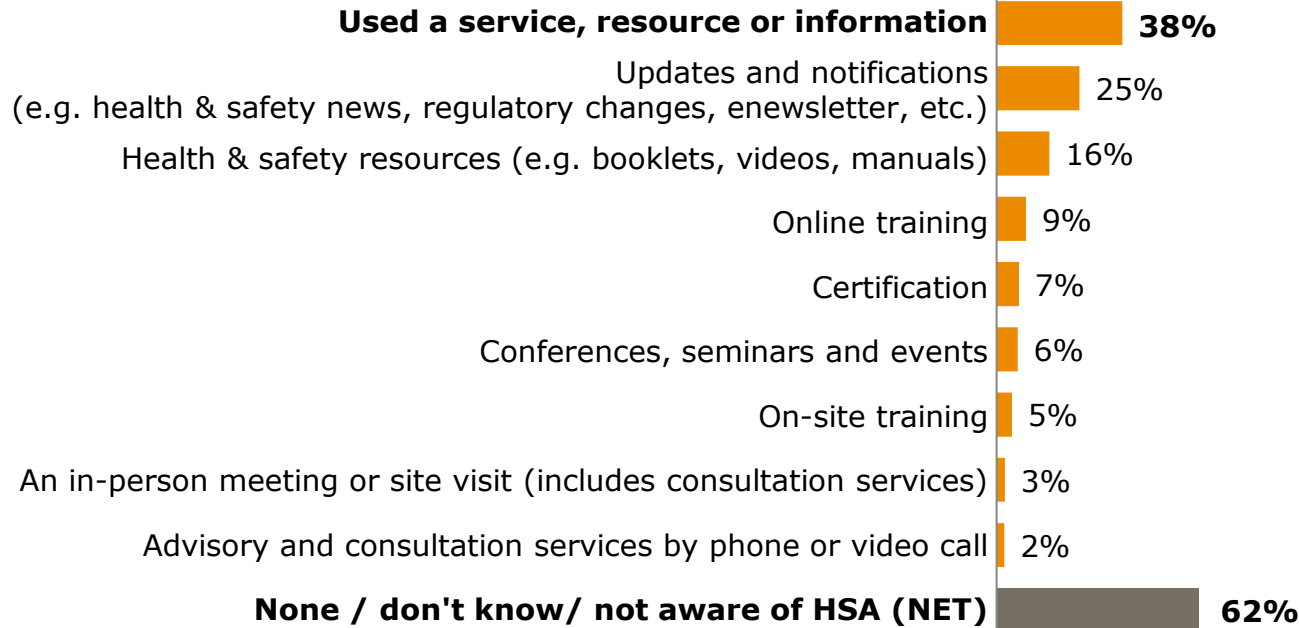
Satisfaction



Satisfaction is consistent across the various employer sizes.

4-in-10 employers have used a BCCSA service, resource or information. Updates & notifications are the most popular.

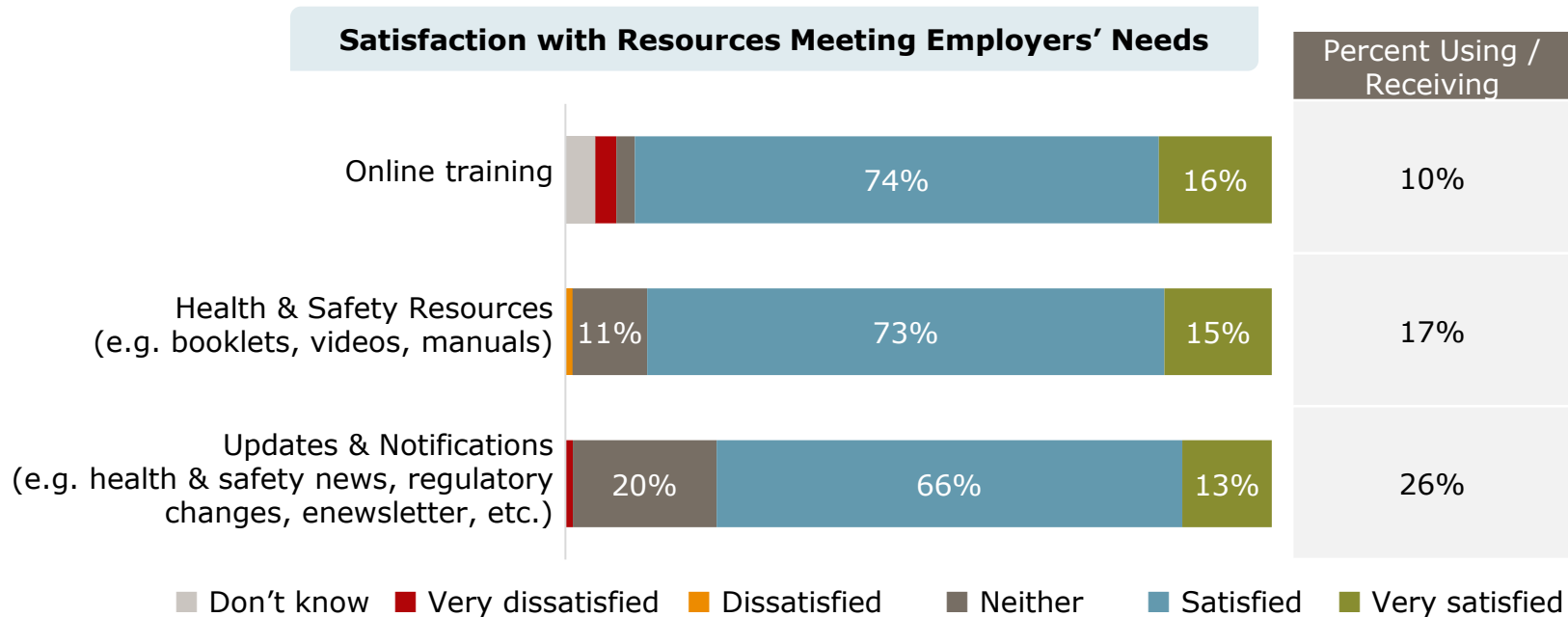
Access and Usage of Health & Safety Resources



Base: Total 2022 (395). Note: unaided mentions of <1% are not shown in the chart.

Q5. The BC Construction Safety Alliance offers various services, resources, and information on health and safety. Which of these services, resources, or information has your organization used or received from BC Construction Safety Alliance? Please check all that apply.

BCCSA's services, resources and information are well-received. Most employers using online training, health and safety resources and updates are satisfied.

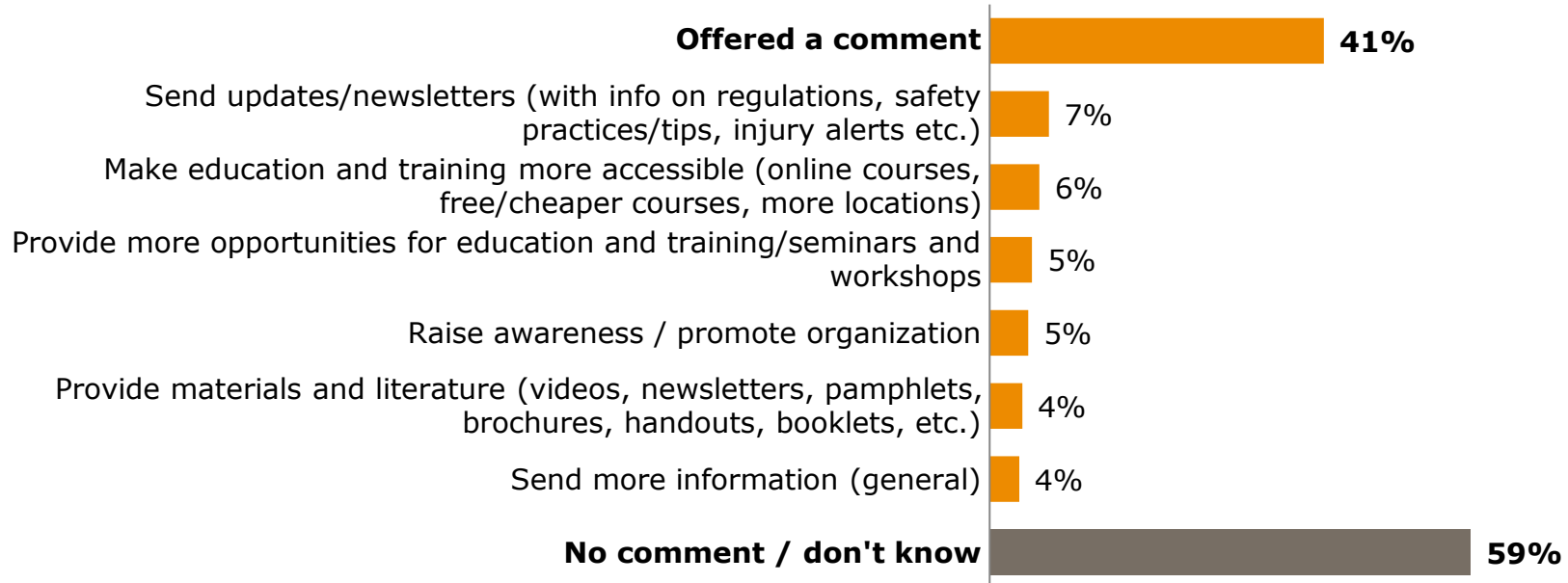


Base: Among those using each service, resource or information (39-102). Note: Only services/resources with 30+ responses are shown.
Q6a-f. How would you rate [RESOURCE] on meeting your needs?

Employers suggest BCCSA send more updates and make training more accessible.

How BC Construction Safety Alliance Could Better Service or Support Employers to Improve their Workplace Safety

(unaided comments)



Base: Total 2022 (395). Note: only mentions of 4% or more are shown.

Q7. In what ways could BC Construction Safety Alliance better serve or support your company to improve health and safety in your workplace? / BC Construction Safety Alliance is the health and safety association for Construction in BC. With this in mind, in what ways could BC Construction Safety Alliance 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 BC Construction Safety Alliance Could Serve or Support



Provide updates, new regulations

Send me items that are relevant to our type of work - Hydro Vac Industry

A regular weekly email

Perhaps more online pre-recorded or free seminars or webinars to make it easier for busy self-employed people to access them when they have the time

More TCP trainers in the Northeastern BC

Education programs

Offer more course dates for their courses

Helping others become more aware

Provide guidelines and best practices

Could actually let people know they exists. Nothing came through on my WorkSafeBC account via email or other notification

Offer seminars for owner operators of small businesses

Safety seminars

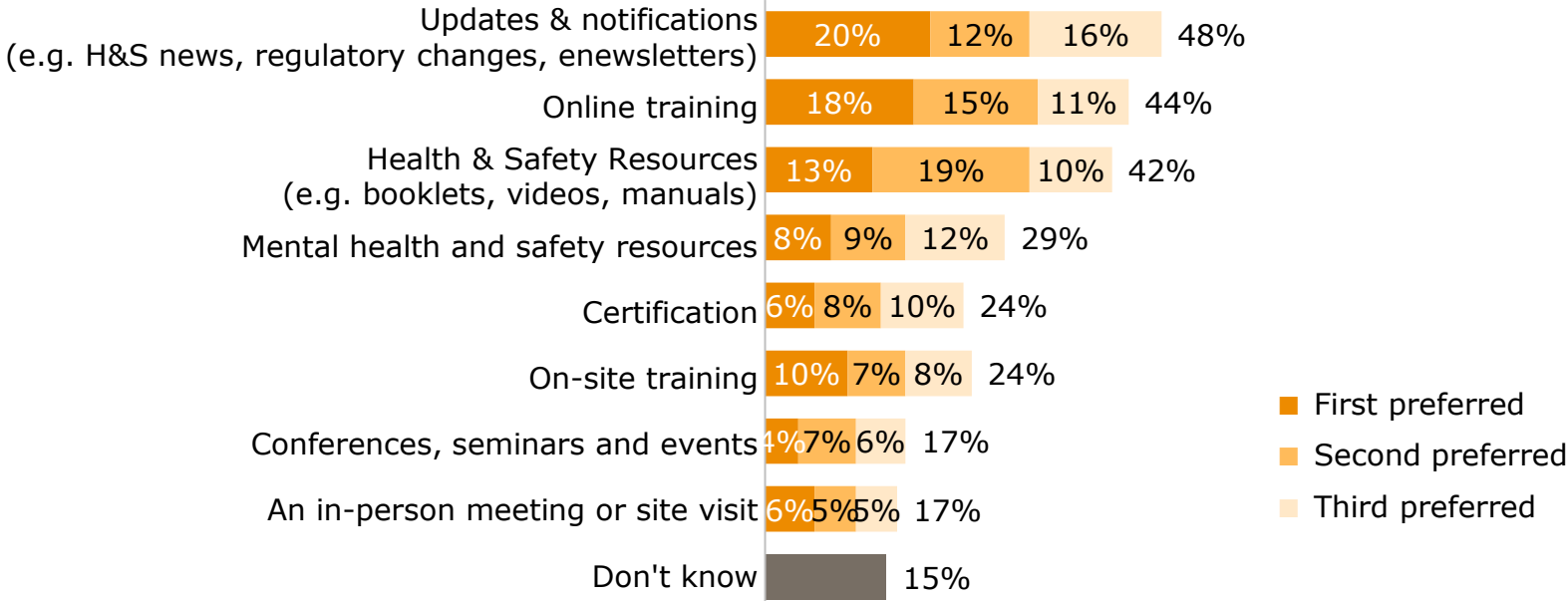
Have more presence in areas outside Vancouver. There is absolutely no presence in the East Kootenays



Q7. In what ways could BC Construction Safety Alliance better serve or support your company to improve health and safety in your workplace? / BC Construction Safety Alliance is the health and safety association for Construction in BC. With this in mind, in what ways could BC Construction Safety Alliance serve or support your company to improve health and safety in your workplace? Please provide up to three suggestions. Note: only mentions of 4% or more are shown.

When choosing from a list, employers prioritize updates and notifications, online training and health and safety resources.

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

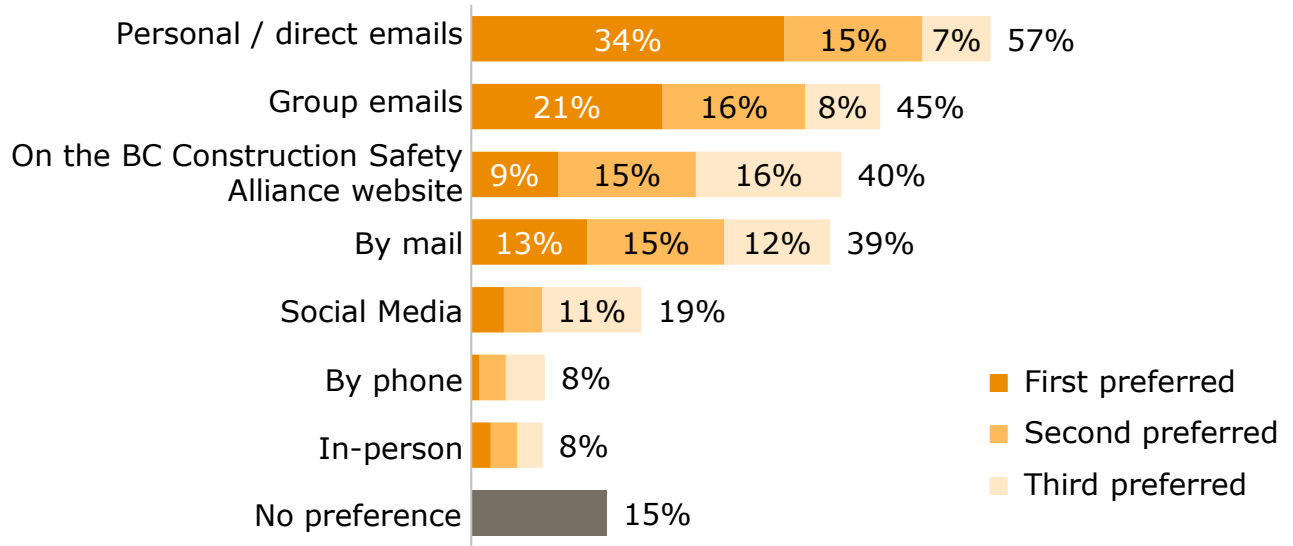


Base: Total 2022 (395). Note 'Other' (2%) and unaided mentioned of <1% are not shown in the chart.
 Q8. Looking ahead, what kinds of services, resources, or information from BC Construction Safety Alliance would most help you improve health and safety in your workplace? Please rank up to three items by dragging them over to the right.

Employers would prefer to receive emails from BCCSA, either personalized or group format. Four-in-ten prefer website or mail.

Employer Communication Preferences

(% ranking top 3)



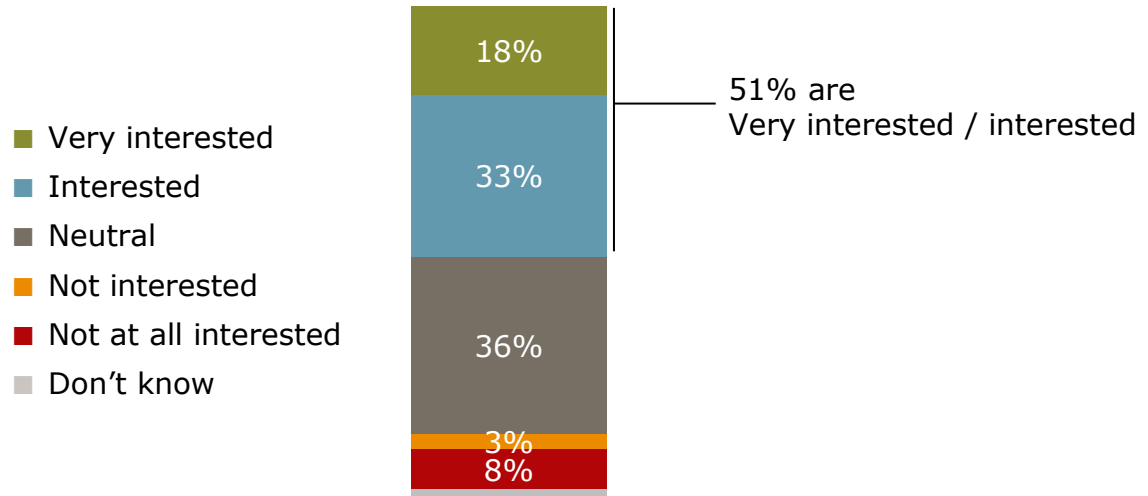
Emails are the most prioritized, regardless of employer size.

Base: Total 2022 (395). Note 'Other' (1%) and 'None/don't want info' (2%) are not shown in the chart.

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

One-in-two employers are interested in receiving resources to improve health and safety in their workplace.

Interest in Receiving Health and Safety Resources



Interest increases by employer size:

- Very small: 42%
- Small: 56%
- Medium / large: 87%

About eight-in-ten employers are positive about their company being a psychologically healthy and safe place to work, as well as inclusive.

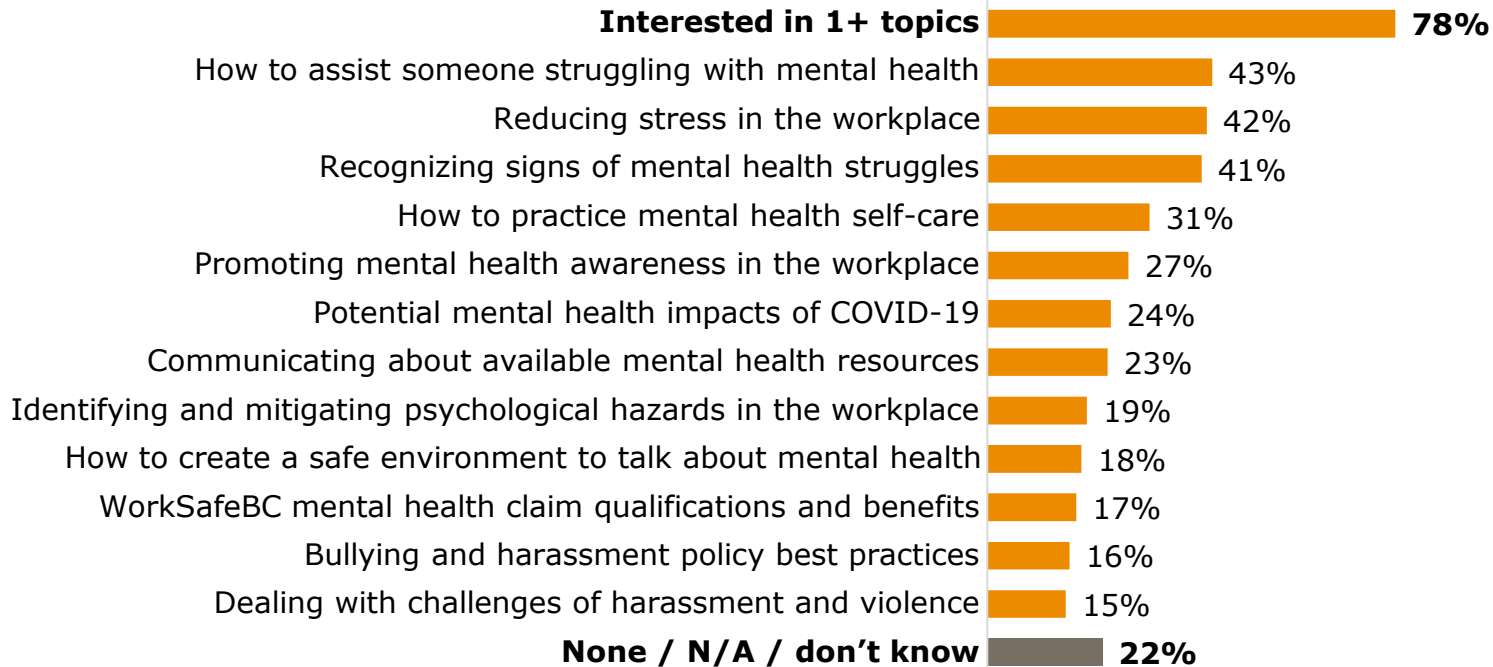


Base: Total 2022 (395)
 Q13. To what extent do you agree or disagree with the following statements:

Most employers are interested in one or more topics related to mental health in the workplace. Interest climbs with payroll size.

Mental Health Information

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



Base: Total 2022 (395). Note: unaided mentions of <1% 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

Six-in-ten employers are aware of BCCSA, but only 12% can name the organization without prompting. To effectively improve health and safety in construction, BCCSA first needs to establish relationships with employers (e.g. build awareness). Focusing on very small employers should also be a priority, as they make up just over half (52%) of employers in construction but tend to be less aware of BCCSA. Email campaigns, either general or personalized, are both the most preferred and effective method.

2

Make it Relevant

Interest in receiving health and safety resources varies, especially by size. For example, only 42% of very small employers say they are interested in receiving them, compared with 87% among medium and large employers. BCCSA will therefore need to communicate how the employer benefits by improving health and safety, in a manner that's relevant to them; in other words, how it impacts their business' revenue or performance.

3

Address Psychological Safety

The majority of employers feel their companies are psychologically healthy/safe and inclusive. Relatively fewer feel they have enough resources to prevent mental health injuries, that mental health is taken seriously and that BCCSA is doing a good job. Education will be critical; many employers, especially very small and small ones, haven't yet had the opportunity to learn about mental health and mental health injuries, and some still feel there is a stigma around mental health. Explaining terminology and concepts in simple, easy to understand terms is an important starting point.

Appendix

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

Employer Profile

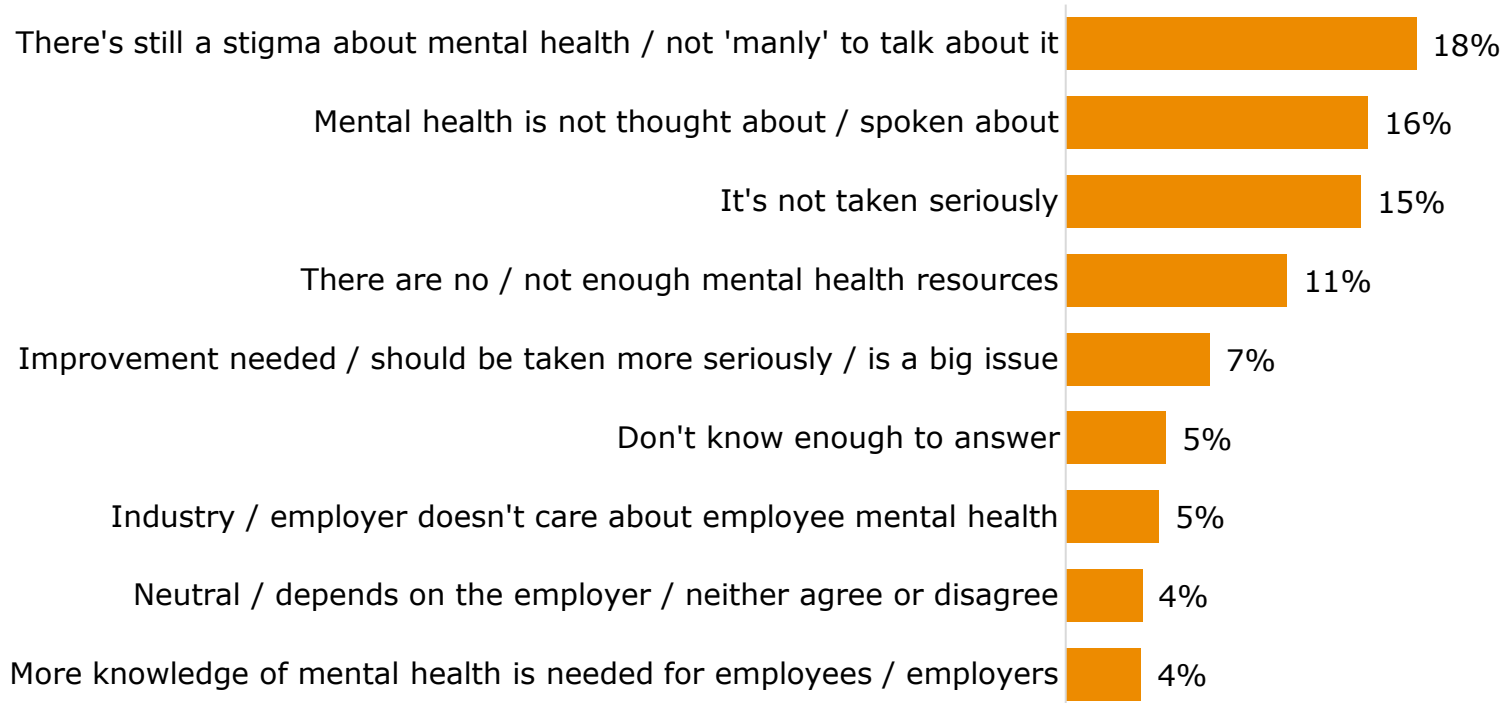
	Total	Very Small	Small	Medium	Large
(Base)	(395)	(197)	(117)	(25)	(14)
Role in Organization					
Business Owner	73%	81%	70%	40%	21%
Bookkeeper / accountant	7%	4%	10%	8%	14%
Senior Executive	4%	3%	5%	8%	0%
Manager	4%	3%	3%	32%	14%
Dedicated health and safety position	3%	0%	3%	8%	36%
Staff Member	2%	2%	3%	0%	0%
Owner/operator (unaided)	2%	3%	1%	0%	0%
Supervisor	1%	2%	2%	0%	7%
Office Manager/Admin (unaided)	1%	1%	1%	0%	7%
All of the above (unaided)	1%	1%	1%	0%	0%
Contracted (unaided)	1%	1%	0%	0%	0%
Employer Payroll Size					
Very Small	52%	N/A			
Small	26%				
Medium	4%				
Large	2%				
Unknown	17%				

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

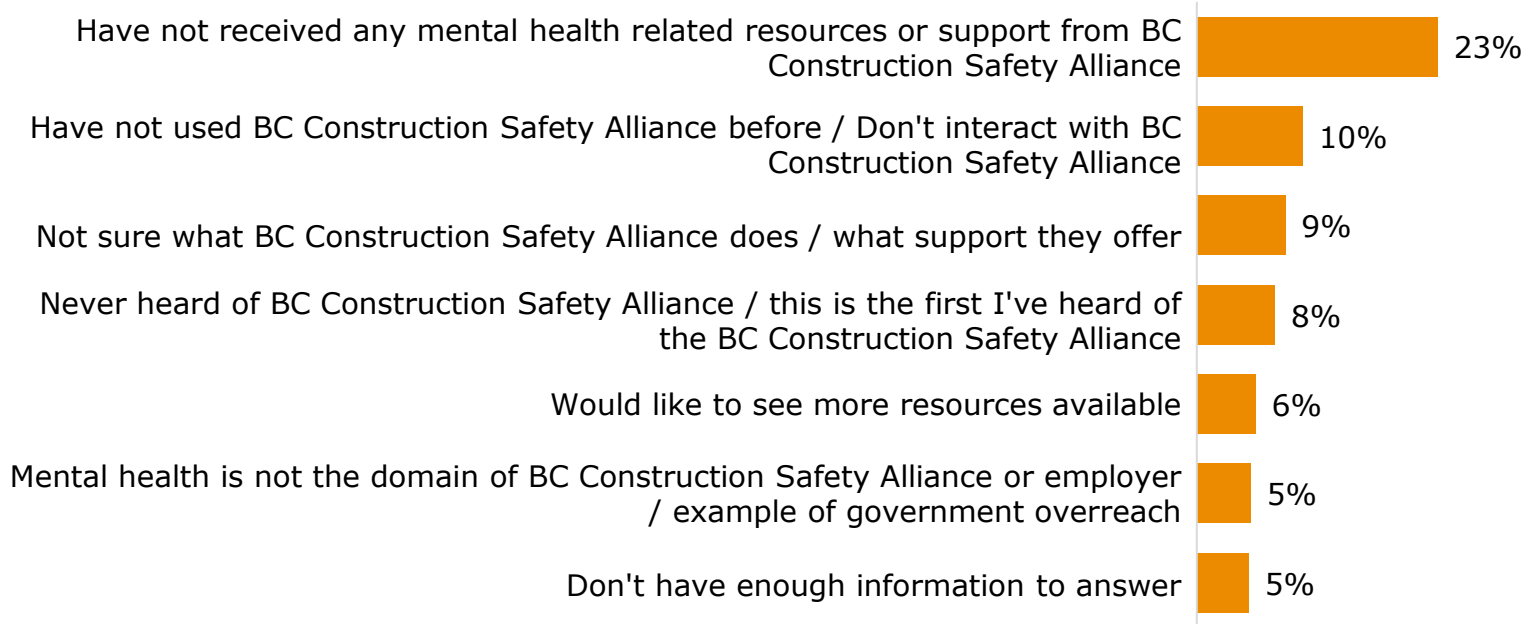
Employer Profile

	Total	Very Small	Small	Medium	Large
(Base)	(395)	(197)	(117)	(25)	(14)
Number of Employees in BC					
None/No employees	8%	11%	2%	0%	0%
1-3 employees	52%	70%	30%	8%	0%
4-19 employees	29%	16%	59%	52%	14%
20-99 employees	8%	3%	7%	36%	64%
100+ employees	2%	1%	3%	4%	21%
Industry Subsector					
7040 - Oil & Gas or Mineral Resources	1%	1%	0%	0%	0%
7210 - General Construction	95%	96%	96%	88%	86%
7220 - Heavy Construction	1%	1%	0%	4%	7%
7230 - Road Construction or Maintenance	3%	2%	4%	8%	7%

Employer Comments about “Mental health is taken seriously in our industry”
(among those rating neutral, disagree or strongly disagree)



Employer Comments about “BC Construction Safety Alliance is doing a good job of helping employers support workers’ mental health”
(among those rating neutral, disagree or strongly disagree)



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

(among those rating neutral, disagree or strongly disagree)

