

# Actsafe Industry Survey Analysis

2024



# Foreword – Actsafe’s KPI Framework

The Industry Survey is regularly used to collect data for Actsafe’s **KPI framework**. Throughout the presentation KPI icons highlight data aligned to Strategic Plan, Departmental, and Project KPIs within the KPI framework.

**Key Performance Indicator (KPI)** – A measurable and quantifiable measure used to track progress towards a specific objective. KPIs create insights that help Actsafe identify strengths and weaknesses, make data-driven decisions, and optimize performance.

★ Strategic Plan KPI

**Strategic Plan KPI** – The highest level of KPIs signaling how Actsafe as a whole is performing. Strategic plan KPIs can be influenced by internal factors (e.g. Actsafe’s departmental operations and projects) and external factors (e.g. economic, legislative, and social changes).

★ Department KPI

**Department KPI** – KPIs signaling how Actsafe’s departments are performing – Education and Training; Safety Services; Marketing and Communications; and Operations, Technology, and Finance. Departmental KPIs are primarily influenced by departmental operations and projects.

★ Project KPI

**Project KPI** – KPIs signaling how Actsafe’s annual business plan projects are performing, typically these KPIs will provide data on if a project has achieved its intended outcome post-implementation. Project KPIs are primarily influenced by project management and the market fit for a projects solution, product, or service.

# Survey Summary

## 2,350 Survey Responses

- 39% were from the Motion industry
- 21% were workers
- 98% have engaged with Actsafe previously

## Actsafe has a Net Promoter Score (NPS) of 4

- NPS measures customer loyalty, satisfaction, and enthusiasm
- An NPS score of 39 is considered "GOOD"

## Psychological Safety is in High Demand

- 2 of the top 5 courses asking to be developed were psych. safety related
- 141 of 449 workers asked for the course, mental health first aid

## The Safety Topics with the biggest knowledge gaps

- Equity deserving communities (15%)
- Ergonomics (15%)
- Occupation-based focus (16%)

## The Big Opportunity Safety Behaviours

- Leadership Direction & Commitment
- Management Actions (e.g. auditing safety programs)

# Respondent Demographics



# Industry

Q1. Indicate which industry you primarily work in?

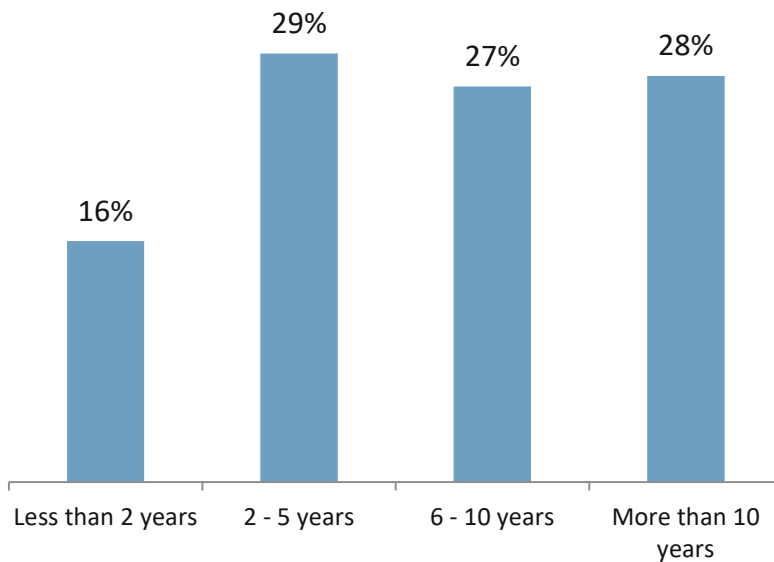
Answer Choices	Responses	
Motion Picture, Commercial, or Television Production (Major Studio)*	26.89%	629
Motion Picture, Commercial, or Television Production (Independent)*	11.59%	271
Live Performance Venue*	9.02%	211
Performing Arts*	8.72%	204
Post-production	7.52%	176
Photography	7.31%	171
Studio	6.76%	158
Organizing or Conducting Special Events*	6.58%	154
Broadcasting	6.54%	153
Animation	5.81%	136
Other (please specify)	3.25%	76
	<b>Answered</b>	<b>2,339</b>

## Data / Insights

- **2,339** Responses.
- Majority of responses are from Actsafe's **4 CUs\***.

# Experience & Role

Q2. Indicate how many years of experience you have in your industry.



N=2344

Q3. Which best describes your job role?

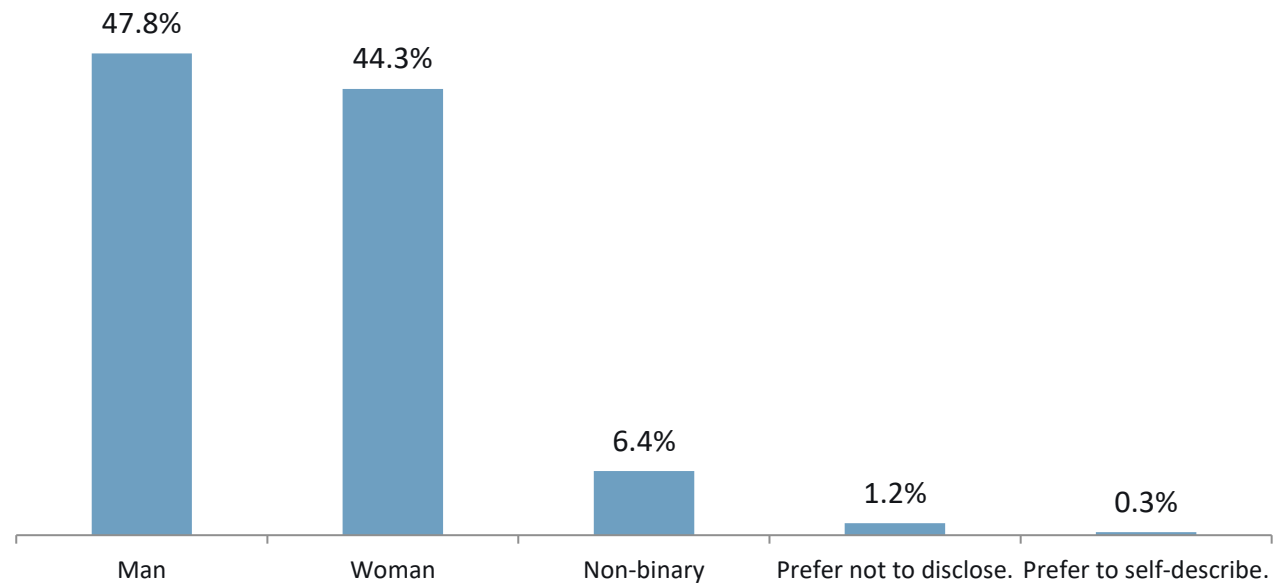
Answer Choices	Responses	
Worker	21.28%	498
Supervisor	16.07%	376
Contractor	12.01%	281
Union Representative	10.60%	248
Employer	10.13%	237
Self-Employed	9.02%	211
Student	5.98%	140
Volunteer	5.94%	139
Semi-Retired	5.43%	127
Not Currently Employed	2.35%	55
Other (please specify)	1.20%	28
	<b>Answered</b>	<b>2,340</b>

## Data / Insights

- There was a diverse representation across experience levels, from less than 2 years to more than 10 years of industry experience.
- **21%** of responses were from workers, however there were responses from all job roles.

# Identification

Q4. How do you identify.



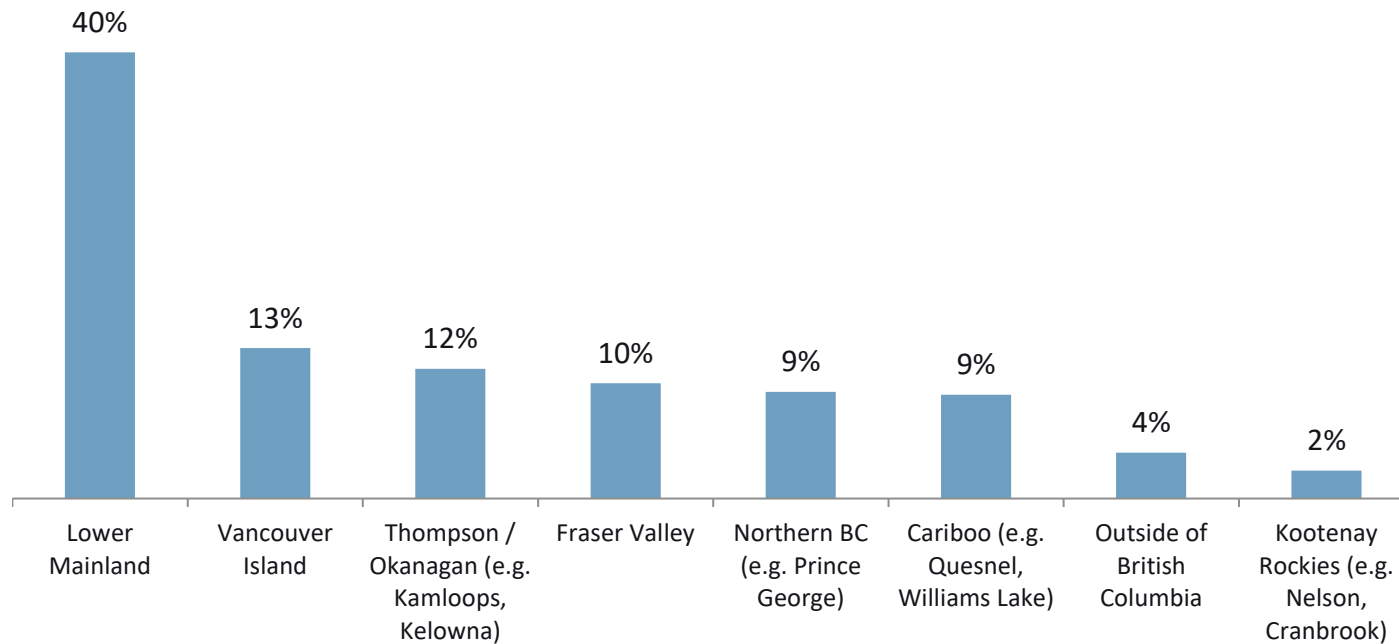
N=2,341

## Data / Insights

- Most responses came from males, however there was representation across a diverse group.

# Region

Q5. Which region do you primarily work in.



N=2,342

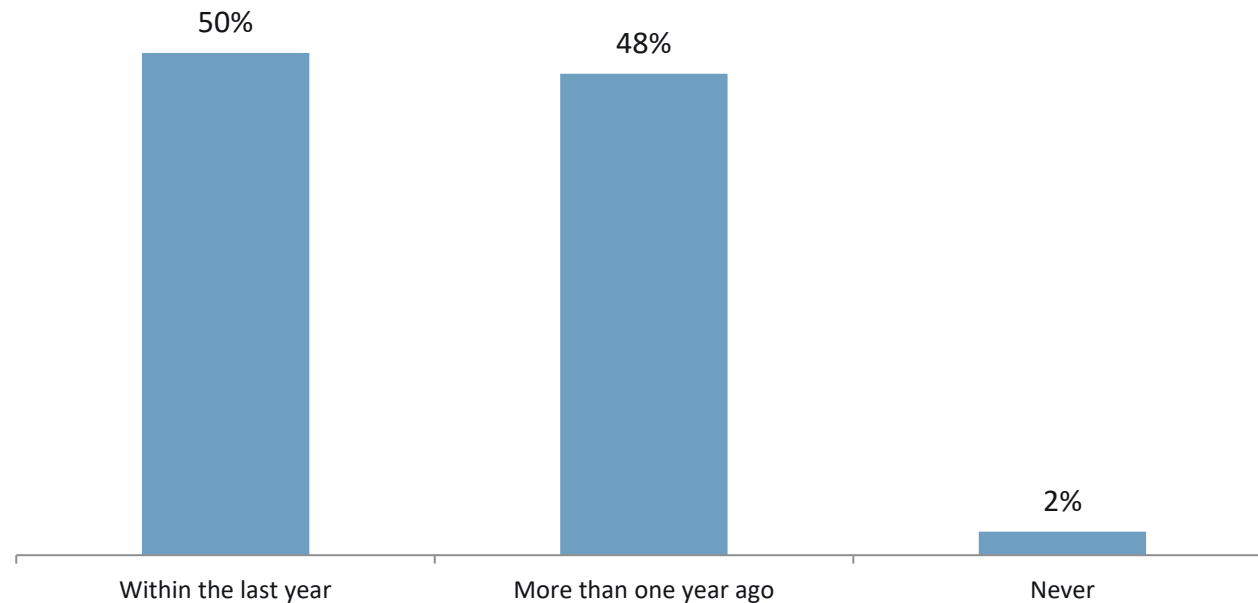
## Data / Insights

- Approximately **40%** of responses were from individuals working in Vancouver and the Lower Mainland, however all regions across BC had at least some feedback.



# Last Engagement

Q6. Indicate when you last engaged with any of Actsafe's services, resources, trainings, or other activities.



N=2,338

## Data / Insights

- Over 95% of respondents have previously engaged with Actsafe.
- Approximately 50% of respondents have engaged with Actsafe within the last year.

# Marginalized, Underserved, & Vulnerable

Q7. Do you identify with any of the following.



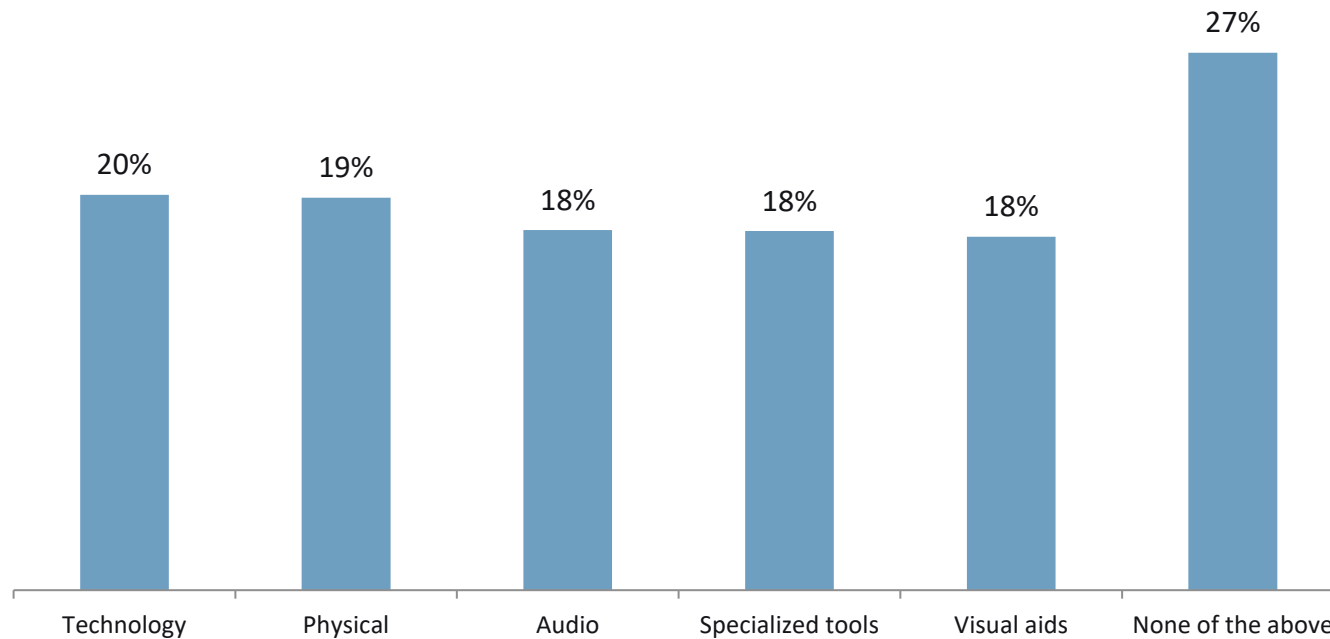
N=2,207

## Data / Insights

- **78%** of respondents self-identify as a marginalized, underserved, or vulnerable individual.

# Individual Support

Q8. Do you require support in the following areas to access courses, workshops, webinars, or resources.



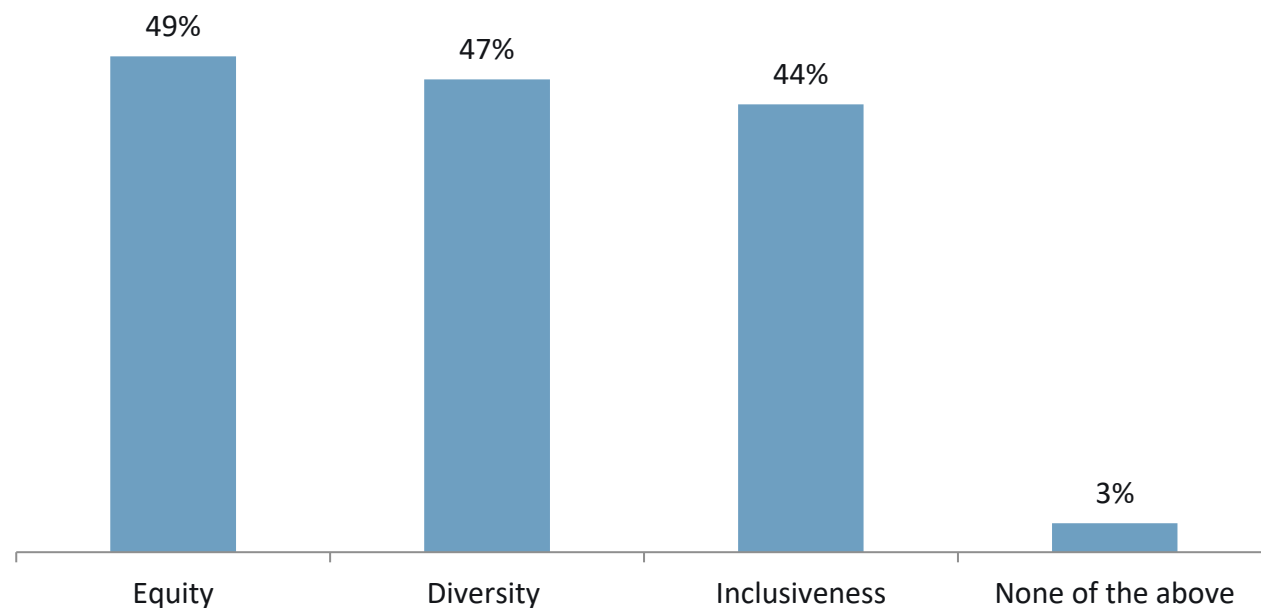
N=2,182

## Data / Insights

- 73% of respondents require some form of additional accessibility support.

# Equity, Diversity, Inclusion

Q9: Indicate areas you believe Actsafe demonstrates commitment in.



n=2,198

## Data / Insights

- **97%** of respondents believe Actsafe shows commitment in at least one area of EDI.
- **Equity** is the area Actsafe is seen to have the highest commitment in.

# General Actsafe Feedback



# Actsafes Strengths

Q10: In your experience with Actsafes, what do you identify as its strengths?

Common Strength Topics	Common Keywords
<b>EDI</b>	Equality, Fairness, Inclusion, Diversity, Accessibility, Empowering
<b>Trust</b>	Brand, Reputation, Reliable Source,
<b>Collaboration</b>	Industry Partnerships, Proactive, Strong Network, Effective Communication
<b>Safety</b>	Course Offerings, Training Variety, Education,
<b>Communication</b>	Effective, Organized, Regular, Emails, Newsletters,

n=1,733

“Actsafes treats everyone fairly and equally”

“Actsafes has a positive reputation and is a trusted brand in the industry”

“Actsafes brings inclusion and diversity into its safety initiatives”

“Course content specific to my industry, offering both online and in person training is great”

“The staff’s dedication to keeping up with what’s happening in the industry, policies and programs, trends, technology, and social issues”

“Actsafes has a comprehensive list of course offerings”

“I think Actsafes has a reputation of a reliable source and support for all the workers in related industries. Good courses, recognized certifications”

“I enjoy receiving the newsletters and watching for new ideas/news/updates for the production community”

“It’s ability to deliver instruction with personable workshop leaders who speak with genuine passion and care”

## Data / Insights

The **most frequently** mentioned strengths revolved around:

- Equity, Diversity, Inclusion
- Trust
- Collaboration
- Safety
- Communication

# Actsafes Opportunities

Q11: In your experience with Actsafes, what are opportunities for improvement?

Common Opportunity Topics	Description
Safety Topics	Stress, Mental Health, Department Specific, Supervisor
Emerging / Real-Time Safety Info	Emerging Research, Emerging Trends, Real-Time Leading Risks
Training	Interactive, Hand-on, Expanding Offerings
Resources	Tailored, Specialized, Small Business, Language Diversity
Regional Expansion	More Locations, Outside of Lower Mainland

N=1,647

- “Offering more advanced or specialized safety courses”
- “Safety courses that are specific to each department, made in collaboration with industry professionals within that department would be a huge help to people starting out”
- “Providing more tailored resources for small businesses or freelancers”
- “Increasing outreach efforts to reach a broader audience”
- “Enhancing the user experience of the Actsafes website”
- “Too Vancouver / Lower Mainland focused”
- “More visibility needed in other parts of province. Seems to be primarily focused on Lower Mainland”
- “It’s so hard to get into certain classes. I would love it if they were offered more often so there are more opportunities to take the course”
- “Expanding on set safety presence who are independent of the studios and are there for the crew’s general well being”
- “Conducting research to identify emerging safety risks and trends”

## Data / Insights

The **most frequently** mentioned opportunities for improvement include:

- Providing offerings or resources for stress, mental health, department specific risks, and supervisors
- Distributing real-time or emerging information on risks and mitigation tactics
- Enhancement opportunities for trainings and resources
- Regional expansion

# Industry Satisfaction

Q12: How would you rate Actsafe's programs?  
(Worker, Supervisor, Employer responses)

# 7.0/10

Industry	Responses
Motion Picture	7.1
Venue	6.5
Performing Arts	6.4
Special Events	6.4

N=1,091

## Data / Insights

- Motion Picture was the industry most satisfied with Actsafe's programs.



# Net Promoter Score (NPS)

*Q13: How likely are you to recommend Actsafe to a colleague or industry member seeking safety information?  
(Worker, Supervisor, Employer responses)*

# 7.3/10

Industry	Responses
Motion Picture	7.5
Venue	6.8
Performing Arts	6.5
Special Events	6.4

N=1,091

## Data / Insights

- NPS: 45% Promoters – 41% Detractors = 4
- On a range of -100 to +100, 4 falls into the “Good” category for NPS scores.
- Motion Picture was the industry most likely to recommend Actsafe.

# Education & Training NPS

*Q14: How likely are you to recommend Actsafe to a colleague or industry member participating in safety courses?  
(Worker, Supervisor, Employer responses)*

# 7.1/10

Industry	Responses
Motion Picture	7.4
Venue	6.3
Performing Arts	6.2
Special Events	6.2

N=1,091

## Data / Insights

- NPS: 43% Promoters – 44% Detractors = **-1**
- On a range of -100 to +100, -1 falls into the “**Needs Improvement**” category for NPS scores.
- **Motion Picture** was the industry most likely to recommend Actsafe’s Education and Training offerings.

# Safety Services NPS

*Q15: How likely are you to recommend Actsafe to a colleague or industry member looking to engage with safety consultants or needing specialized safety services?*

# 7.4/10

Industry	Responses
Motion Picture	7.5
Venue	7.0
Performing Arts	6.9
Special Events	6.7

N=1,086

## Data / Insights

- NPS: 46% Promoters – 40% Detractors = 6
- On a range of -100 to +100, 6 falls into the “Good” category for NPS scores.
- Motion Picture was the industry most likely to recommend Actsafe’s Safety Services offerings.

# Safety Questions



# 2024 Course Participation

*Q16: In the next 12 months, which courses or workshops do you plan on participating in?*

Course	%
Occupational first aid – level 1	18%
Occupational first aid – level 3	17%
Arts and entertainment workplace incident investigation	17%
Motion picture safety for supervisors	16%
Anti-bullying and harassment	16%
Firearm safety – level 1	16%
Firearm protection	16%
Aerial and scissor lift	16%
Arts and entertainment workplace inspections	16%
Fall protection	15%
Motion picture general safety awareness	15%
Forklift	15%
Joint health and safety committee fundamentals	14%

Course	%
Motion picture industry orientation and exam	14%
WHIMIS 2015	14%
Performing arts safety for supervisors	13%
Workplace inspections	13%
Performing arts safety awareness	13%
Telehandler	13%
Hazard identification	13%
COVID-10 safety procedures	13%
Skid steer	13%
Reel green climate and sustainable production course	12%
Live performance electrical certification (LPEC)	11%
Transportation of dangerous goods (TDG)	11%
Propane heater safety	10%

N=2,146

## Data / Insights

- **92%** of respondents indicated they would be taking at least one Actsafe course in the next 12 months.
- **OFA 1, OFA 3, and Incident Investigations**, were the top courses respondents are looking to participate in.

# 2024 Course Development

*Q17: In 2024, which new courses do you want Actsafes to develop?  
(The top 20 of 33 course options are shown)*

Course	%
Mental Health First Aid	21%
Workplace Violence / De-Escalation	19%
Bullying and Harassment Prevention for Supervisors	18%
Emotional Intelligence (EQ) for Supervisors	17%
Mental Health First Aid for Supervisors	17%
Health and Safety Program Basics	17%
Environmental Safety	17%
Bystander Intervention Training	16%
Emergency Preparedness	16%
Wilderness First Aid	16%

Course	%
Radio Communications	15%
Foodsafe	15%
Rigging Safety	15%
Respiratory Safety	15%
Smoke and Haze Safety 101	14%
OFA Level 2	14%
Respiratory Protection	14%
Water Safety	14%
Location Fire Safety / Housekeeping	14%
Traffic Control Person (TCP)	13%

N=2,225

## Data / Insights

- **2 of the top 5** courses asking to be developed were mental health related.
- **141 of 449 workers** (31%) asked to develop the course, mental health first aid (ranked 1<sup>st</sup> among workers)
- **82 of 359 workers** (23%) asked to develop the course, bullying and harassment prevention for supervisors (ranked 1<sup>st</sup> among supervisors)

# 2024 Motion Picture Safety Bulletins

*Q18: For MP, which Safety Bulletins would you like updated or created?  
(The top 10 of 40 bulletin options are shown)*

Safety Bulletin	%
Safety awareness	15%
Artificially created atmospheric fog & haze for MP	14%
Animal handling	14%
Working Alone	14%
Risk Assessments	13%

Safety Bulletin	%
Atmospheric fog & haze technical awareness	13%
Driving operations	13%
Wildfire Smoke	11%
Open flame on production	11%
Appropriate clothing & PPE	11%

N=2,146

## Data / Insights

- The most in demand MP safety bulletins for **workers** are:
  - Safety awareness
  - Working alone
  - Artificially created atmospheric fog and haze for MP
- The most in demand MP safety bulletins for **supervisors** are:
  - Safety awareness
  - Driving operations
  - Artificially created atmospheric fog and haze for MP

# 2024 PA, Live Event, & Venue Safety Bulletins

Q19: For PA, LE, Venue which Safety Bulletins would you like updated or created?  
(The top 10 of 26 bulletin options are shown)

Safety Bulletin	%
Fatigue and Fit for Duty	19%
Risk Assessments	16%
Severe Weather - Hazards and Planning	16%
Overview of Safety at Outdoor Events	15%
Appropriate Clothing & Personal Protective Equipment (PPE)	14%

Safety Bulletin	%
Overview of Violence and Harassment Requirements for Performing Arts	13%
Animal Handling Rules Performing Arts Safety Bulletin	13%
Overview of Fire Safety	13%
Naloxone and Overdose	12%
Event Security and Crowd Management	12%

N=1,927

## Data / Insights

- The most in demand PA, LE, Venue safety bulletins for **workers** are:
  - Fatigue and fit for duty
  - Risk assessments
  - Severe weather
- The most in demand PA, LE, Venue safety bulletins for **supervisors** are:
  - Appropriate clothing and PPE
  - Fatigue and fit for duty
  - Severe weather



# Safety Knowledge

Q20. What safety topics do you feel knowledgeable about?

Overall Perceived Safety Knowledge Across All Topics	%
Overall (Worker, Supervisor, Employer)	20%
Workers	23%
Supervisors	19%
Employers	16%

Top 5 Knowledge Areas	%
Fatigue Management	22%
Risk Assessment	22%
Slips, trips, and falls	22%
Psychological Health and Safety	21%
Fatigue	21%

Bottom 5 Knowledge Areas	%
Occupation-based focus	16%
Communicable disease	16%
Ergonomics	15%
Equity Deserving Communities	15%
Independent Contractors and Small Sized Enterprises	13%

Industry	MP	PA	Special Event	Venue
<b>Top Knowledge Areas</b>	<ul style="list-style-type: none"> <li>Slips, trips, falls</li> <li>Risk assessment</li> <li>Fatigue management</li> </ul>	<ul style="list-style-type: none"> <li>Risk assessment</li> <li>Role of an employer</li> <li>Emotional intelligence</li> </ul>	<ul style="list-style-type: none"> <li>Fatigue management</li> <li>Mental health</li> <li>Psych health and safety</li> </ul>	<ul style="list-style-type: none"> <li>Risk assessment</li> <li>Role of an employer</li> <li>Communicable disease</li> </ul>
<b>Bottom Knowledge Areas</b>	<ul style="list-style-type: none"> <li>Independent contractors</li> <li>Occupation-based focus</li> <li>Equity deserving communities</li> </ul>	<ul style="list-style-type: none"> <li>Equity deserving communities</li> <li>Role of a supervisor</li> <li>JOHSC</li> </ul>	<ul style="list-style-type: none"> <li>Occupation-based focus</li> <li>Sprains and strains</li> <li>Emotional intelligence</li> </ul>	<ul style="list-style-type: none"> <li>Equity deserving communities</li> <li>Independent contractors</li> <li>Ergonomics</li> </ul>

## Data / Insights

- Overall, **20%** of workers, supervisors, and employers feel knowledgeable across all safety topics.
- Workers** felt most knowledgeable with safety topics.
- Common gaps in knowledge across industries include:
  - Equity Deserving Communities**
  - Independent contractors**
  - Occupation-based focus**

# Safety Attitudes

Q22. Which of the following statements do you agree with?  
(All responses, total 33 statements)

Top 10 Statements	%
I believe safety should never be compromised to improve production.	32%
Workplace health and safety is improving in your industry.	31%
I feel it is important to encourage others to practice safety in the workplace.	30%
I am aware of my safety rights.	27%
I am aware of my safety responsibilities.	26%
I am aware of the hazards associated with my job and how to control them.	26%
Considering my training, equipment, and work procedures, I consider my job to be in a safe environment.	25%
I feel comfortable sharing or reporting safety concerns to my direct report or Health & Safety Officer.	25%
Considering my training, equipment, and work procedures, I consider my job to be stressful.	22%
Considering my training, equipment, and work procedures, I feel fatigued as a result of my job.	22%

Bottom 10 Statements	%
My workplace has over 20 workers and has a Joint Occupational Health & Safety Committee (JOHSC).	14%
Workers are provided with adequate safety supervision.	14%
I feel that the current industry culture is negatively impacting my mental well-being.	14%
You feel comfortable seeking support from your human resource department.	13%
Senior leadership put safety first.	13%
My workplace has an effective Safety Management System (SMS).	12%
Senior Leadership models safety (i.e. wears PPE in designated areas)	12%
My workplace is utilizing my full capabilities.	11%
I feel that industry culture creates a mentally healthy place to work.	11%
I use employee assistance program (EAP) services to maintain positive mental health.	9%

N=2,156

## Data / Insights

There are strong attitudes towards:

- Stress and fatigue is caused by work
- Industry safety is improving
- There is awareness of rights & responsibilities
- Industry culture is not creating mentally health workplaces
- Senior leadership is not modeling safety or putting safety first

# Safety Attitudes

Q22. Which of the following statements do you agree with?  
(Worker, Employer, Supervisors Responses)

E&T Department KPI	%
Improving Industry Workplace Safety	41%
Knowledge Of Occupational Hazards and Hazard Control	35%
Co-workers Put Safety First	23%
Immediate Supervisors Put Safety First	22%
Safety Training Provided To Workers Is Adequate	19%
Senior Leaders Put Safety First	16%

Safety Services Department KPI	%
Safety Conversations Are Openly Discussed (% of respondents stating this happens at least 75% of the time)	57%
Workplaces Conducting Hazard Identification And Risk Assessment	25%
Workplaces Operating with OHS Programs	24%
Workplaces (with 20+ employees) Operating with JOHSC's	19%
OHS Orientation Provided To New Workers Is Adequate	19%
Improving Industry Workplace Mental Health And Psychological Safety	19%

N=942

## Data / Insights

The following are several of the finalized 2023 Departmental KPIs associated with Actsafe's KPI framework.

Opportunities exist for **Education & Training** to focus on:

- Senior leadership & supervisor safety attitudes

Opportunities exist for **Safety Services** to focus on:

- Psychological safety
- New worker orientation
- JOHSC's

# Regional Worker Safety

Q27. As a regional arts and entertainment worker, indicate which statements you agree with.



N=1,963

## Data / Insights

**The lowest ranked statement (21%) was, “I feel my employers have complete OHS programs”.**

- There may be an opportunity to focus on regional development and implementation of OHS programs (e.g. Interior, Vancouver Island)

Psychological Safety



# Psychological Safety Supports

Q21: Indicate supports you would like developed for workplace psychological safety?

Support	%
eLearning (i.e. Bullying & Harassment)	31%
Workshop (i.e. Joint Health & Safety Committee)	28%
Psychological Safety Program	26%
a) Assessments Services	19%
b) Program Development Services	19%
c) Support Services (e.g. Coaching / Mentoring)	24%

Support	%
Best Practices and Advisory on Establishing Psychologically Safe Cultures	25%
Course (i.e. Felcan Fire Arms)	25%
Educational Resources (e.g. Toolbox talks)	25%
Webinar	25%
Practical Resources (Template documents e.g. policy, procedure, form)	24%
Policy to help with National Standard of Canada	22%

Other			
• Anonymous hotline chat	• Non-violent communication training	• Policy / supports / awareness to mitigate racism	• PTSD management

## Data / Insights

- Overall, there is not a large separation between the most and least in-demand supports.
- **Workers** had the highest demand for eLearnings & psych safety program
- **Supervisors** had the highest demand for eLearnings & workshops
- **Employers** had the highest demand for educational resources & psych safety program support services

# Psychological Safety Factors

Q23. Which of the following psychosocial statements do you agree with?  
(Total of 12 Psychosocial Factors listed)

Workplace Psychosocial Factors	%	Workplace Psychosocial Factors	%
<b>Protection of Physical Safety:</b> I work in an environment with positive protection of physical safety.	35%	<b>Organizational Culture:</b> I work in an environment with a positive organizational culture.	28%
<b>Engagement:</b> I work in an environment with positive engagement.	34%	<b>Psychological Protection:</b> I work in an environment with adequate psychological protection.	27%
<b>Civility and Respect:</b> I work in an environment with civility and respect.	34%	<b>Workload Management:</b> I work in an environment where there is positive workload management.	27%
<b>Clear Leadership and Expectations:</b> I work in an environment with clear leadership and expectations.	33%	<b>Involvement and Influence:</b> I work in an environment with positive involvement and influence.	27%
<b>Balance:</b> I work in an environment with positive balance.	31%	<b>Recognition and Reward:</b> I work in an environment with positive recognition and reward.	26%
<b>Growth and Development:</b> I work in an environment with positive growth and development.	31%	<b>Psychological Competencies and Demands:</b> I work in an environment where psychological competencies and demands are not a health risk.	23%

## Data / Insights

- Psychological factors are based on the Guarding Minds at Work research that provides [evidence-based actions](#) for psychological health and safety.
- On average respondents agree with **30%** of the psychosocial statements.
- Top Ranked Workplace Psychosocial Factor (35%):** Protection of Physical Safety, “I work in an environment with positive protection of physical safety, management takes appropriate action to protect all employees against injury and illness and ensures they have what they need to do their jobs”.

Safety Culture





# Safety Culture

Q24. Indicate the phrase that best describes a great safety culture.

Phrases	%
We have a great safety culture because we talk about safety openly at my workplace. I feel that my manager listens to me in a positive and constructive way, and we have adequate time and resources to perform our tasks safely. We all contribute to safety.	36%
We have a great safety culture because my employer doesn't want any incidents or injuries at work. They have a safety program to prevent any incidents or injuries.	28%
We have a great safety culture because everyone knows the rules of how to work safely thereby minimizing the number of safety incidents and injuries.	25%
We have a great safety culture because we have a JHSC committee, toolbox talks, and we all follow the WorkSafeBC regulations.	24%

N=2,030

Q25. Indicate how often safety conversations are openly shared between supervisors and workers.

Safety Conversation Frequency	%
This happens <b>100%</b> of the time at my workplace	25%
This happens <b>75%</b> of the time at my workplace	27%
This happens <b>50%</b> of the time at my workplace	26%
This happens <b>25%</b> of the time at my workplace	20%
This <b>never</b> happens at my workplace.	2%

N=2,099

## Data / Insights

The top ranked safety culture definition (36%) is associated with talking about safety openly at the workplace.

- As seen in Q25. there is an opportunity to improve the frequency safety conversations are openly shared, this will directly impact what most view as a positive safety culture (Q24.).

The presence of an operational safety program is also viewed as a key contributor to positive safety culture.

# Safety Culture Impacts

Q26. Indicate which can positively impact workplace safety culture the most.

Safety Culture Impacts	%
Workers are given adequate capacity (time and resources) to perform their work.	37%
Management dealing with raised safety issues quickly and effectively.	36%
Managers, supervisors, and workers all talking openly about safety at the workplace.	34%
Having safety information be easily available.	27%
Getting positive or constructive safety feedback from supervisors.	27%
Senior leadership modeling safety.	24%
Accessibility to Toolbox Talks resources.	21%

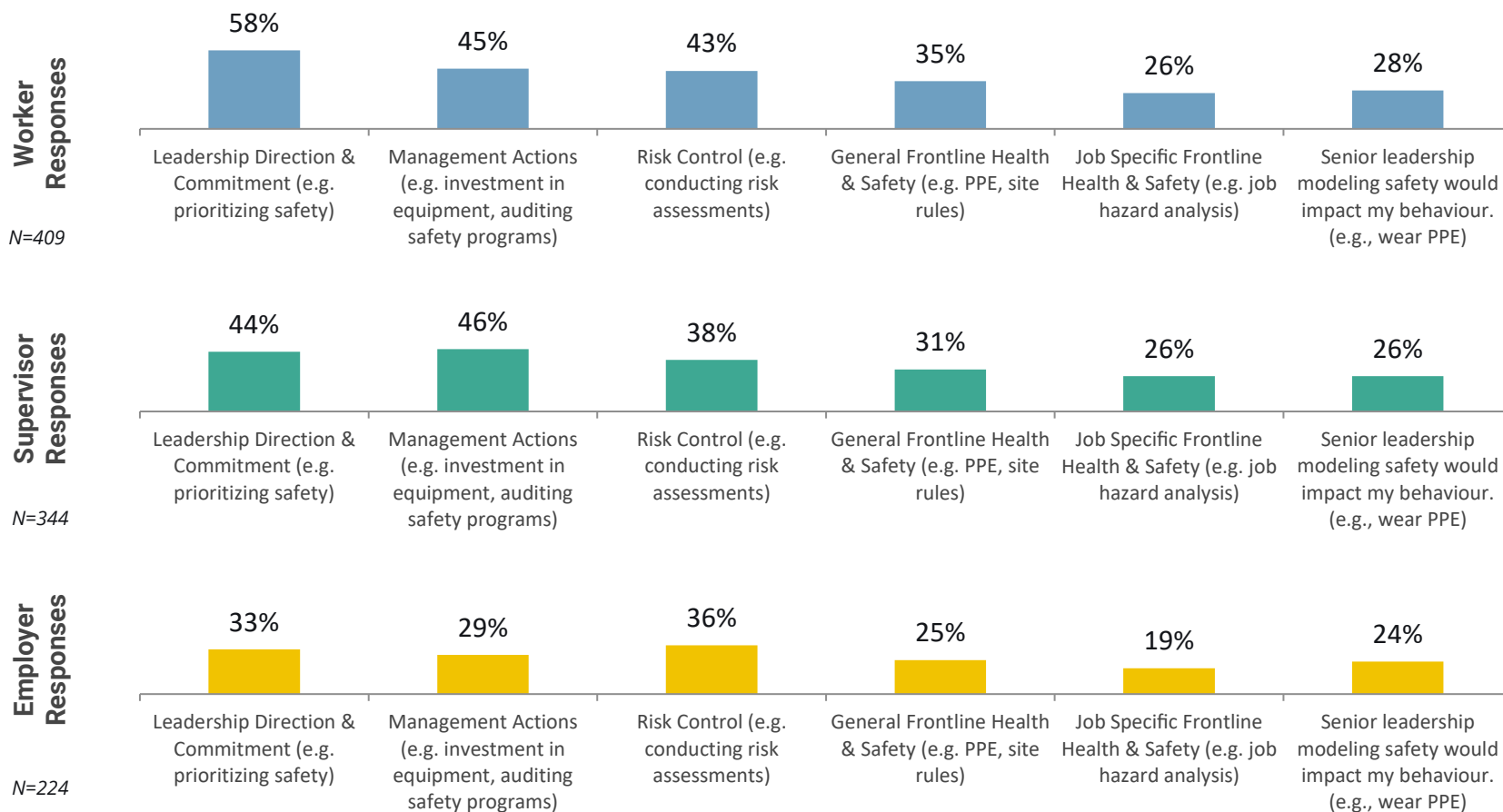
N=2,004

## Data / Insights

- **The top safety culture factor (37%)** was having adequate time and resources to perform work, without being rushed.
- A common theme among safety culture (open safety discussion) is shown again, **“Managers, supervisors, and workers all talking openly about safety at the workplace”**, as it ranked in the top 3.

# Safety Behaviour Impacts

Q28: Which of the following categories can positively impact workplace safety behaviours the most?



## Data / Insights

- The 5 categories within this question are main drivers of critical health and safety behaviours, according to several peer reviewed research articles – [Example A & B](#).
- Understanding the gaps in safety behaviours allows Actsafe to understand where to **support with interventions**.
- The largest behavioural opportunity is with **leadership direction & commitment**.

# Marketing & Communications



# Social Media

Q29. Which social media platforms do you engage in?

Platform	%
Facebook	68%
Instagram	54%
YouTube	49%
LinkedIn	41%
Twitter	39%
No	4%

N=2,037

Q30. How often would you like to see Actsafe social media posts?

Frequency	%
Once a Week	27%
2-4 times a Week	24%
4 or more times a Week	19%
Once a Month	18%
2-4 times a Month	13%

N=1,885

Q31. Do you find Actsafe's social media posts valuable?

Answer	%
Yes	91%
No	6%

N=1,884

## Data / Insights

- Facebook, Instagram, and YouTube, are all used by approximately 50% of respondents.
- Over **50%** of respondents would prefer to see social media posts between 1-4 times a week.

# Email

Q32. Do you receive Actsafe emails communications?

Answer	%
Yes	78%
No	22%

N=2,041

Q33. How often would you like email communications

Frequency	%
Monthly newsletter only	66%
Monthly newsletter and safety course information	12%
Monthly newsletter, safety course information and safety tips	15%
Course information only	7%

N=1,620

## Data / Insights

- **78%** of respondents received Actsafe email communications.
- The majority of respondents wish to receive monthly newsletters only.

# Website

*Q34. In the last 12 months, how often did you visit Actsafe's website?*

Frequency	%
Daily	15%
Weekly	17%
Monthly	22%
1-11 times	29%
12 or more times	10%
None	7%

N=2,040

*Q35. Indicate which resources from the website you use.*

Resources	%
Safety Bulletin - Motion Picture	35%
Fact sheets	25%
Checklists	24%
Safety Bulletin - Performing Arts & Live Events	24%
Equipment Safety Inspection Checklist (LOG)	23%
Production packages	22%
Toolbox talks	21%
Blogs	18%
Safety Scene magazines	18%

N=1,785

*Q36. How easy is Actsafe's website to navigate and find info?*

Rating	%
Very easy	24%
Easy	33%
Neither easy nor difficult	28%
Difficult	13%
Very difficult	0%

N=1,986

## Data / Insights

- **32%** of respondents visit Actsafe's website at least weekly.
- **Safety Bulletins** are the most used resource on the website.
- **57%** of respondents find the website at least easy to navigate and find info.

# Key KPI Year Over Year Comparison

***Note:** Only questions consistent across 2023 and 2024 surveys are compared*





# YoY Comparison

Question		2023	2024
Survey Responses		1,210	2,350
<b>General Feedback (Workers, Employers, Supervisors)</b>			
Net Promoter Score	★ Strategic Plan KPI	“Great” (+36)	“Good” (+4)
Industry Satisfaction		8.2/10	7.0/10
<b>Safety Attitudes (Workers, Employers, Supervisors)</b>			
Senior Leaders Put Safety First	★ Department KPI	34%	16%
Immediate Supervisors Put Safety First	★ Department KPI	42%	22%
Co-workers Put Safety First	★ Department KPI	43%	23%
Improving Industry Workplace Safety	★ Department KPI	70%	41%
Knowledge Of Occupational Hazards and Hazard Control	★ Department KPI	54%	35%

# YoY Comparison

Question		2023	2024
Workplaces Operating with OHS Programs	★ Department KPI	38%	24%
Safety Training Provided To Workers Is Adequate	★ Department KPI	29%	19%
Workplaces (with 20+ employees) Operating with JOHSC's	★ Department KPI	25%	19%
Workplaces Conducting Hazard Identification And Risk Assessment	★ Department KPI	38%	25%
OHS Orientation Provided To New Workers Is Adequate	★ Department KPI	28%	19%
Belief That Safety Should Never Be Compromised		74%	41%
Belief In Importance Of Encouraging Use Of Safe Practice		71%	39%
Awareness Of Safety Responsibilities		62%	35%
Perception That Their Job Is Safe		62%	33%
Awareness Of Safety Rights		60%	36%

# YoY Comparison

Question	2023	2024
Comfort In Sharing Or Reporting Safety Concerns	53%	31%
You Consider Your Job To Be Fatiguing	46%	28%
You Consider Your Environment To Be Healthy	43%	27%
My Workplace Is In Compliance With Regulations	42%	26%
You Consider Your Job Stressful	41%	28%
Understanding Of How To Submit WorkSafeBC Claim	40%	21%
Workplaces Effectively Controlling Risk	35%	19%
Safety Incorporated Into Pre-Production Planning	32%	23%
When Safety Concerns Are Shared Or Reported I Receive Feedback	29%	19%
Safety Supervision Provided To Workers Is Adequate	27%	16%

# YoY Comparison

Question	2023	2024
Workplaces With Effective Safety Management Systems	24%	15%
<b>Workplace Psychological Factors – I work in an environment with...</b>		
<b>Overall</b>	<b>40%</b>	<b>30%</b>
Civility And Respect	58%	34%
Positive Protection Of Physical Safety	56%	35%
Positive Engagement	55%	34%
Clear Leadership And Expectations	51%	33%
Positive Balance	44%	31%
Positive Growth And Development	40%	31%
Positive Organization Culture	37%	28%

# YoY Comparison

Question	2023	2024
Positive Recognition And Reward	33%	26%
Adequate Psychological Protection	32%	27%
Positive Involvement And Influence	32%	27%
Positive Workload Management	32%	27%
Psychological Competencies And Demands	22%	23%
<b>Safety Behaviour (Workers, Supervisors, Employers) – Categories that can positively impact workplace safety behaviours the most include...</b>		
Leadership Direction And Commitment (e.g. Prioritizing Safety)	74%	47%
Management Actions (e.g. Investment In Equipment)	53%	41%
Risk Control (e.g. Conducting Risk Assessments)	48%	39%

# YoY Comparison

Question	2023	2024
Job Specific Frontline Health And Safety Training (e.g. Job Hazard Analysis)	31%	25%
General Frontline Health And Safety (e.g. PPE, Site Rules)	31%	31%