

# Media Technology Study

January 2015



■ <b>Study Overview</b>	<b>3-5</b>
■ <b>Media/Technology Usage</b>	
Devices Used	7
Electronic Tools Used	8
Communication Platforms	9
■ <b>Information Sourcing</b>	
Information Sources	11
Sections Read on Industry Websites	12
Types of Industry Websites Accessed	13
Professional Society Meetings Attended	14
■ <b>Demographics</b>	<b>15-18</b>
■ <b>Contact Us</b>	<b>19</b>



# Study Overview

---

## ■ Background

BNP Media's Market Research Division, in conjunction with *ISHN*, has conducted the 2014 Media Technology Study in order to provide detailed information about media and technology usage among *ISHN* subscribers. The results of this study will be used to publish an editorial in an upcoming issue of *ISHN*.

## ■ Objectives

The key objectives for this study are to understand:

- Types of devices used in health and safety-related jobs
- Use of electronic tools in the job environment
- Types of communication platforms used

## Study Details

**Target Audience:** Active, qualified subscribers of *ISHN* whose primary business involves utility, building materials/construction or any type of manufacturing

**Sample Selection:** Systematic random sample from the domestic circulation (on an Nth name basis)

**Survey Method:** Web-based

**Incentive:** Two (2) \$100 and one (1) \$50 American Express gift cards were given to three randomly selected survey participants

**Fieldwork Dates:** December 3-17, 2014

## Data Tabulation and Presentation

All closed-ended numerical data is tabulated using SPSS (a statistical software package), while open-ended questions are either summarized, coded or included as written by respondents, as appropriate.

Sample sizes may vary throughout the report due to skip logic, data cleaning or missing responses. Some totals may not equal 100% due to rounding.

Be sure to consult with the Market Research group before using results from this study for external purposes (i.e. sales, promotional materials, editorial/content, etc.).

Fieldwork Summary	
Number Contacted	20,802
Undeliverable/Opt Out	1,077
Usable Base	19,725
Attempted Surveys <sup>1</sup>	262
Response Rate <sup>2</sup>	1.33%
Usable Completes <sup>3</sup>	224
Incidence <sup>4</sup>	85.50%



<sup>1</sup> Total number of respondents who have either completed or did not qualify for the research

<sup>2</sup> Percentage of usable base that responded to the survey

<sup>3</sup> Total number of completed surveys after data cleaning

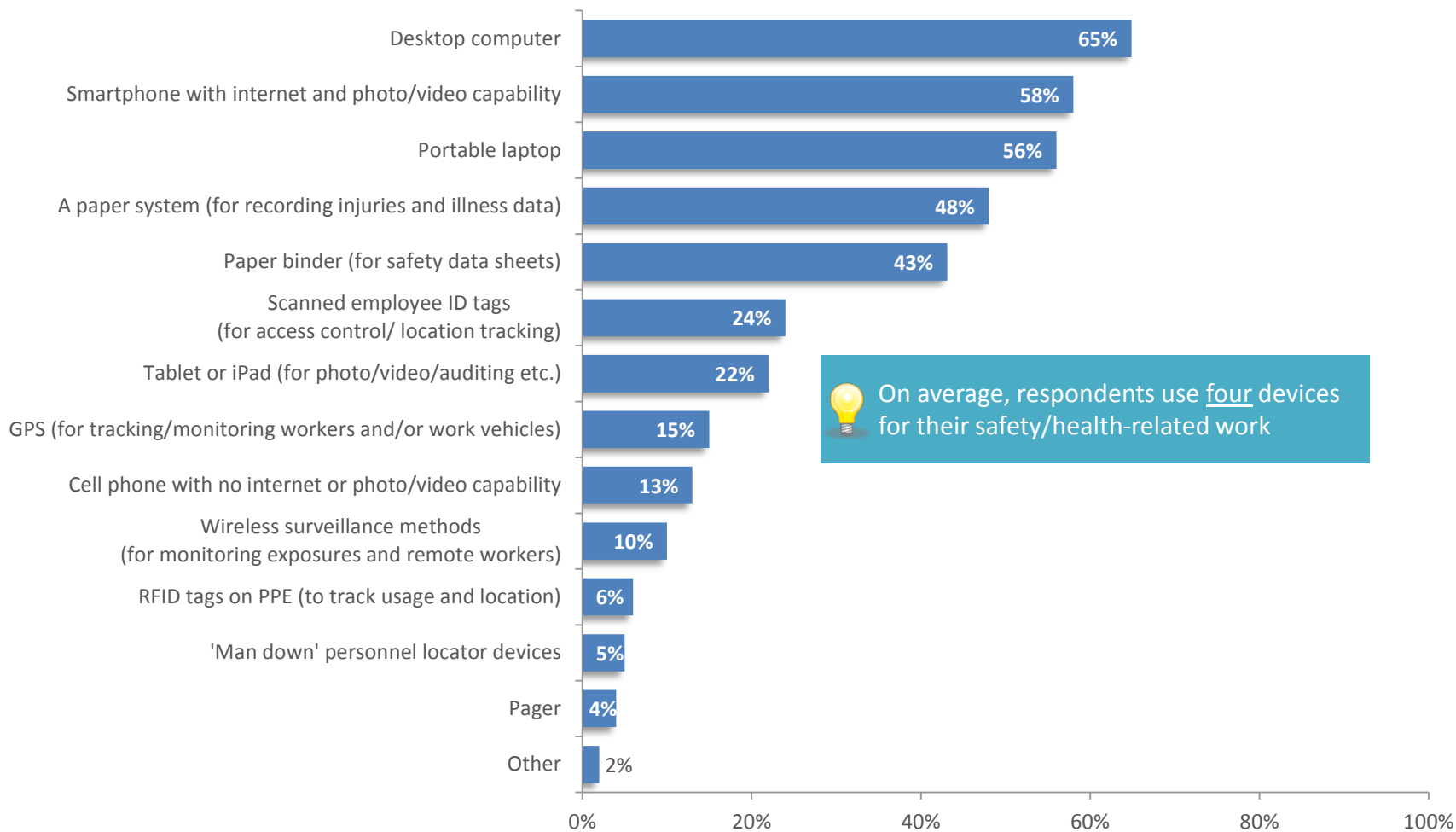
<sup>4</sup> Percentage of the total attempted surveys that qualified for the research

# Media/Technology Usage

---

Nearly two-thirds of respondents use a desktop computer in their safety/health-related work, while slightly more than half use a laptop and/or a smartphone.

### Devices Used

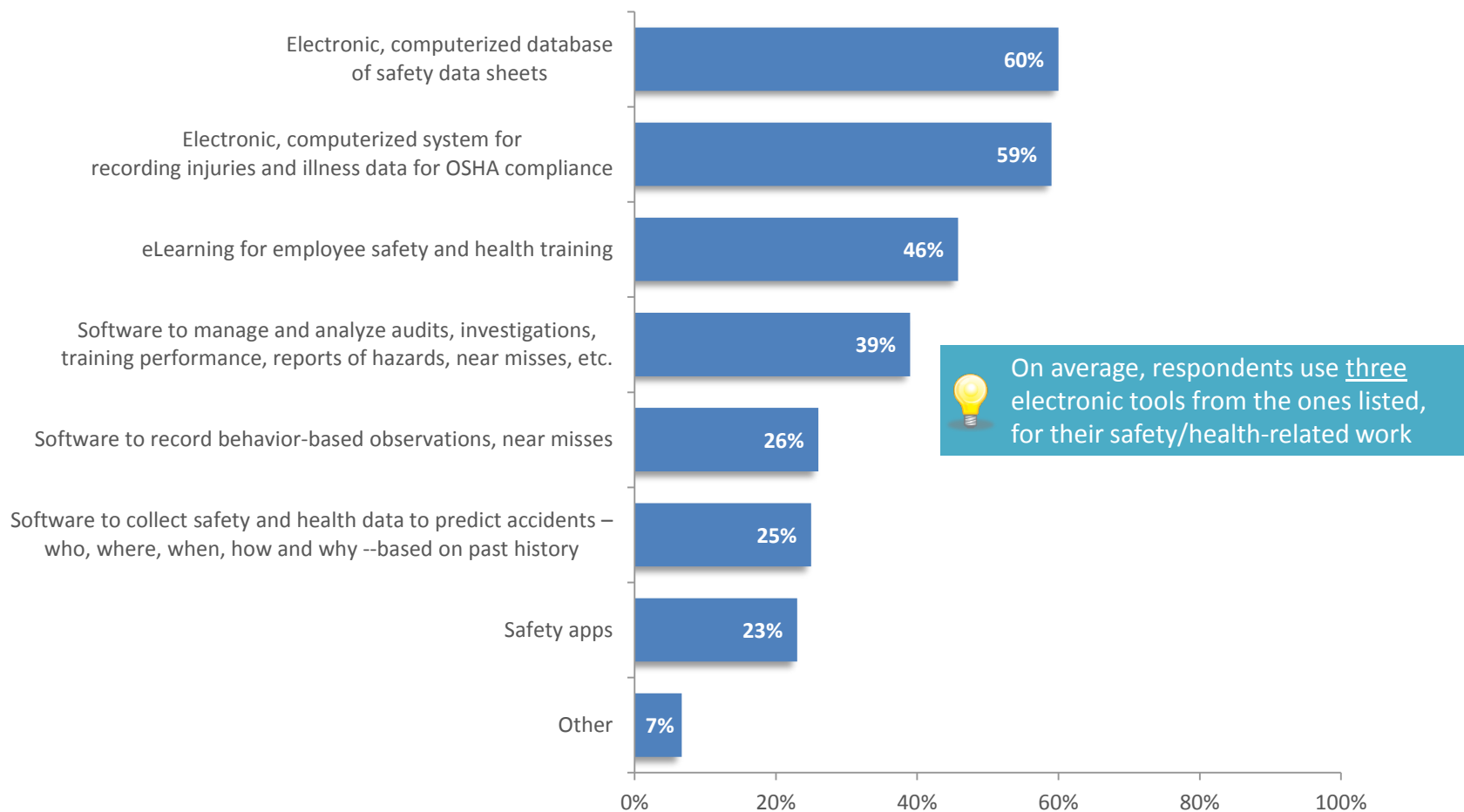


n=224

Q205. Which of the following do you use for your safety and health-related work? (Select all that apply)

Electronic database of safety data sheets and a computerized system to record injury/illness data are the more popular electronic tools used by respondents among others. Predictive software and safety apps are used sparsely.

## Electronic Tools Used

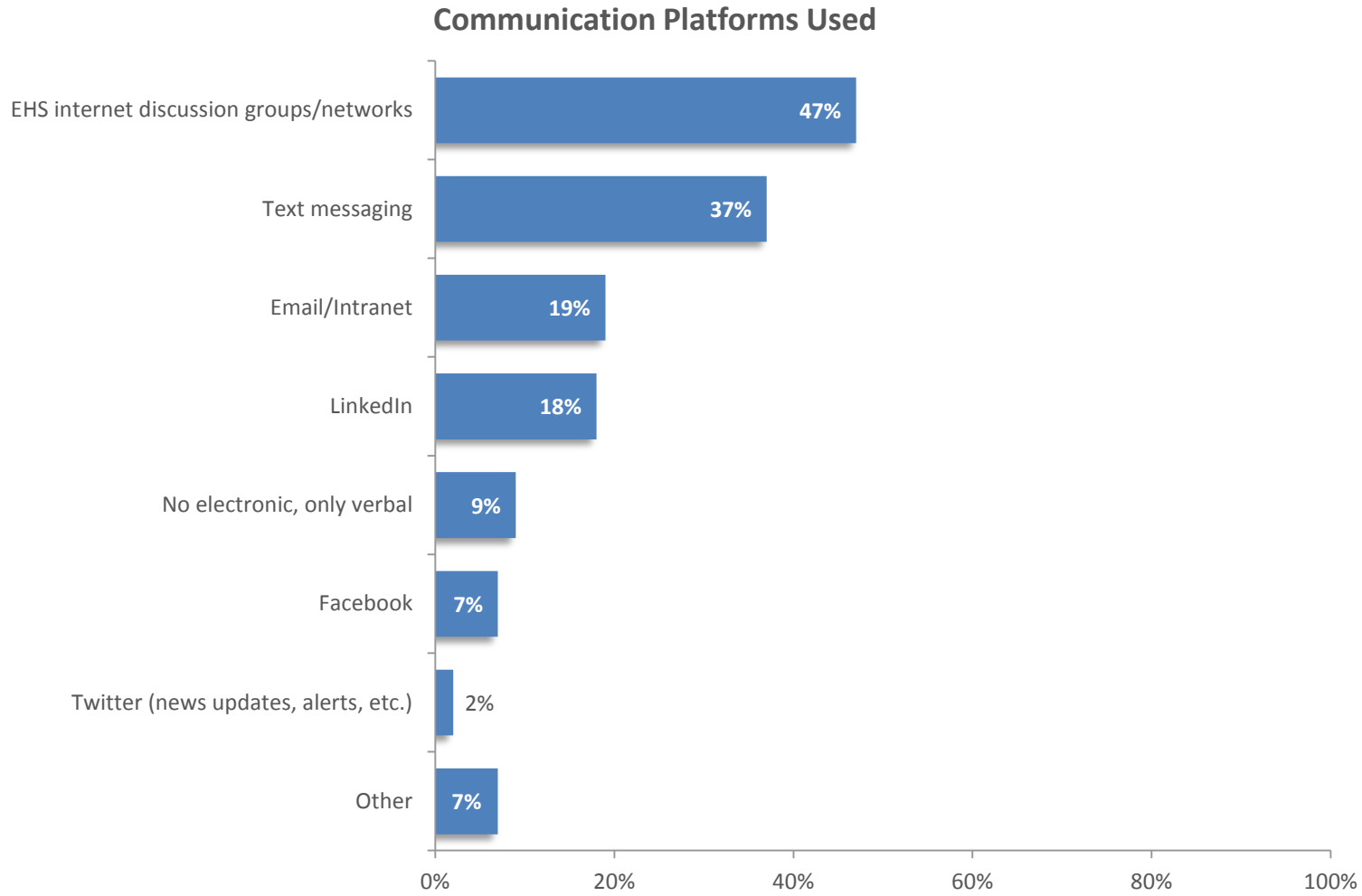


n=224

Q210. Which of the following electronic tools do you use for your safety and health-related work? (Select all that apply)



Among the online communication platforms, online EHS discussion groups/networks and text messaging are most commonly used to communicate about safety/health.



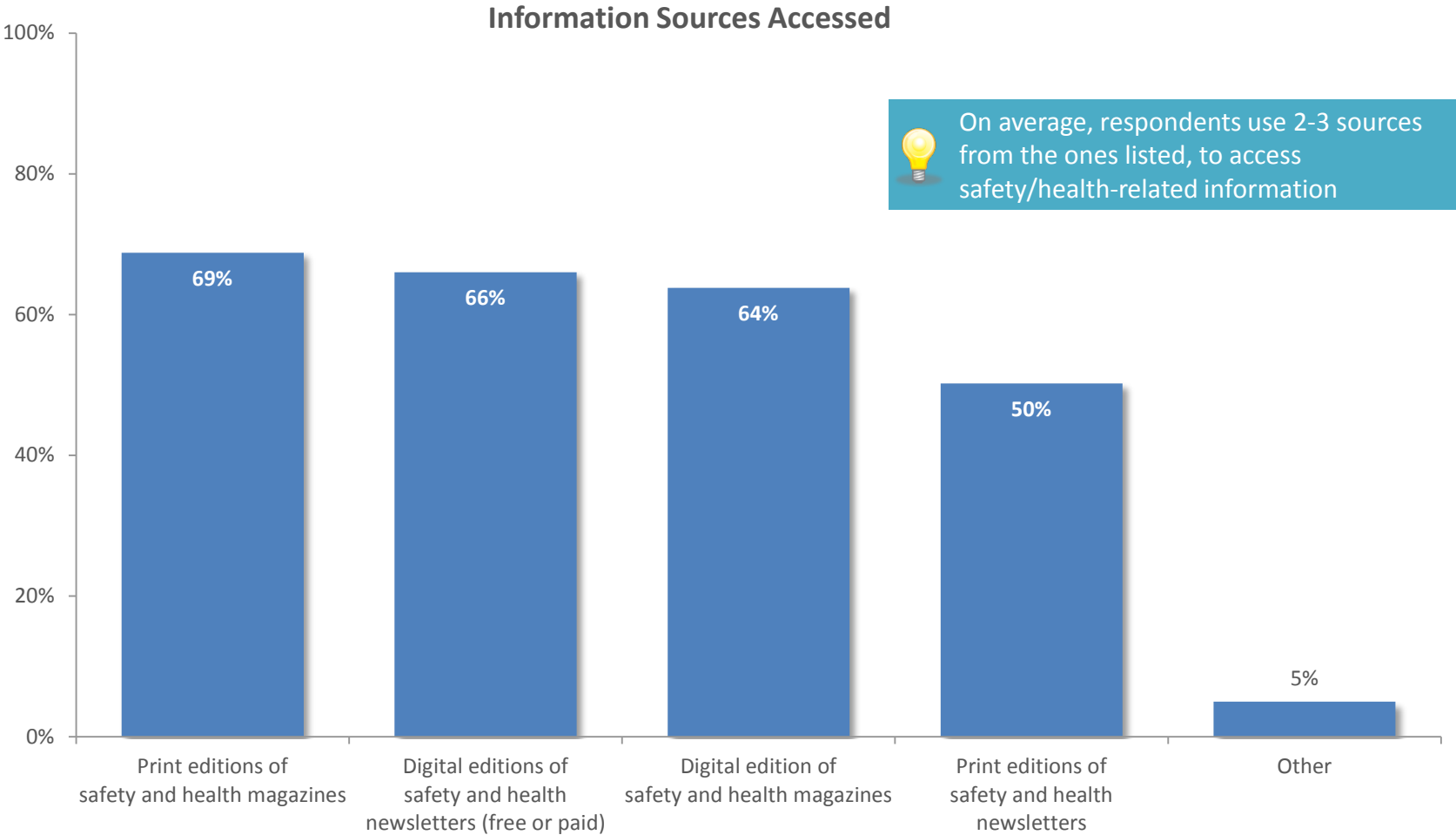
n=204  
"None" removed for analysis purposes

Q215. Which of the following communication platforms do you use for your safety and health-related communication? (Select all that apply)

# Information Sourcing

---

There is no one information source exclusively used for accessing safety/health-related information, with about two-thirds accessing print magazines, digital editions and/or digital newsletters.



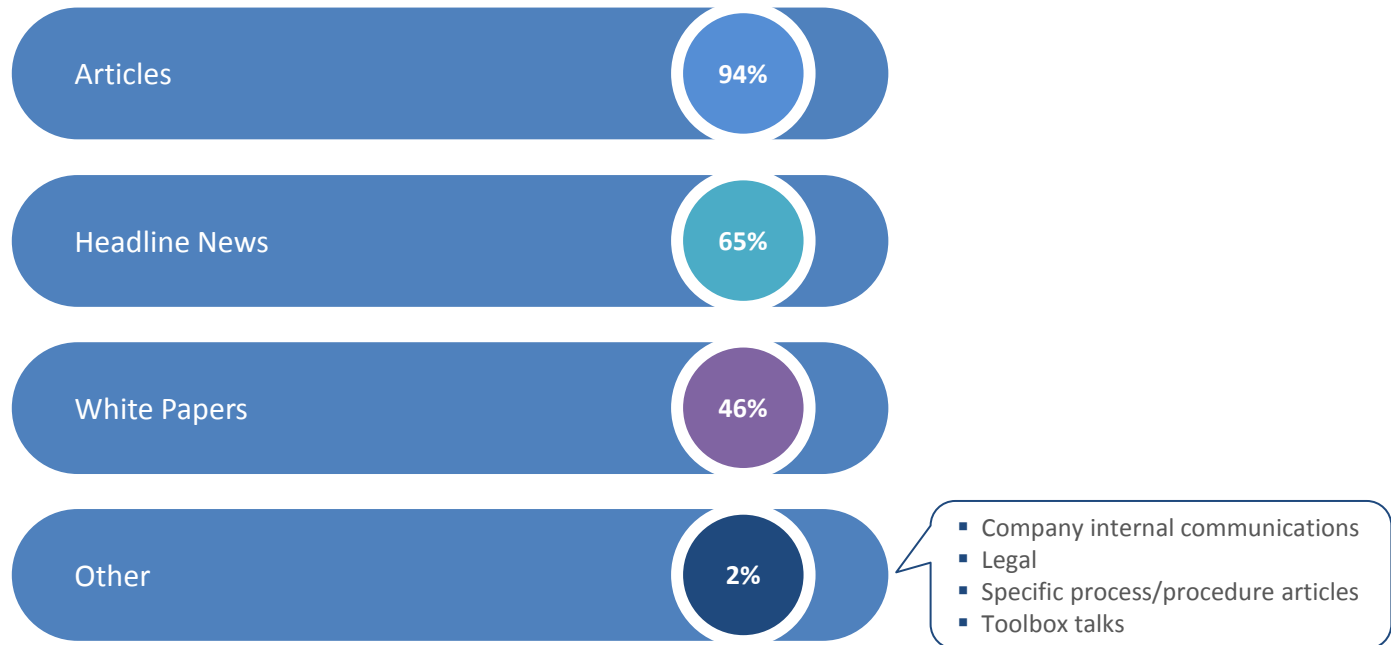
n=220  
"None" removed for analysis purposes

Q220. Which of the following have you accessed in the past to obtain safety and health-related information? (Select all that apply)

# Sections Read on Industry Websites

Nearly all respondents read/access articles on a safety and health magazine website. The next most accessed sections are the headline news, followed by white papers.

## Sections of Websites Accessed



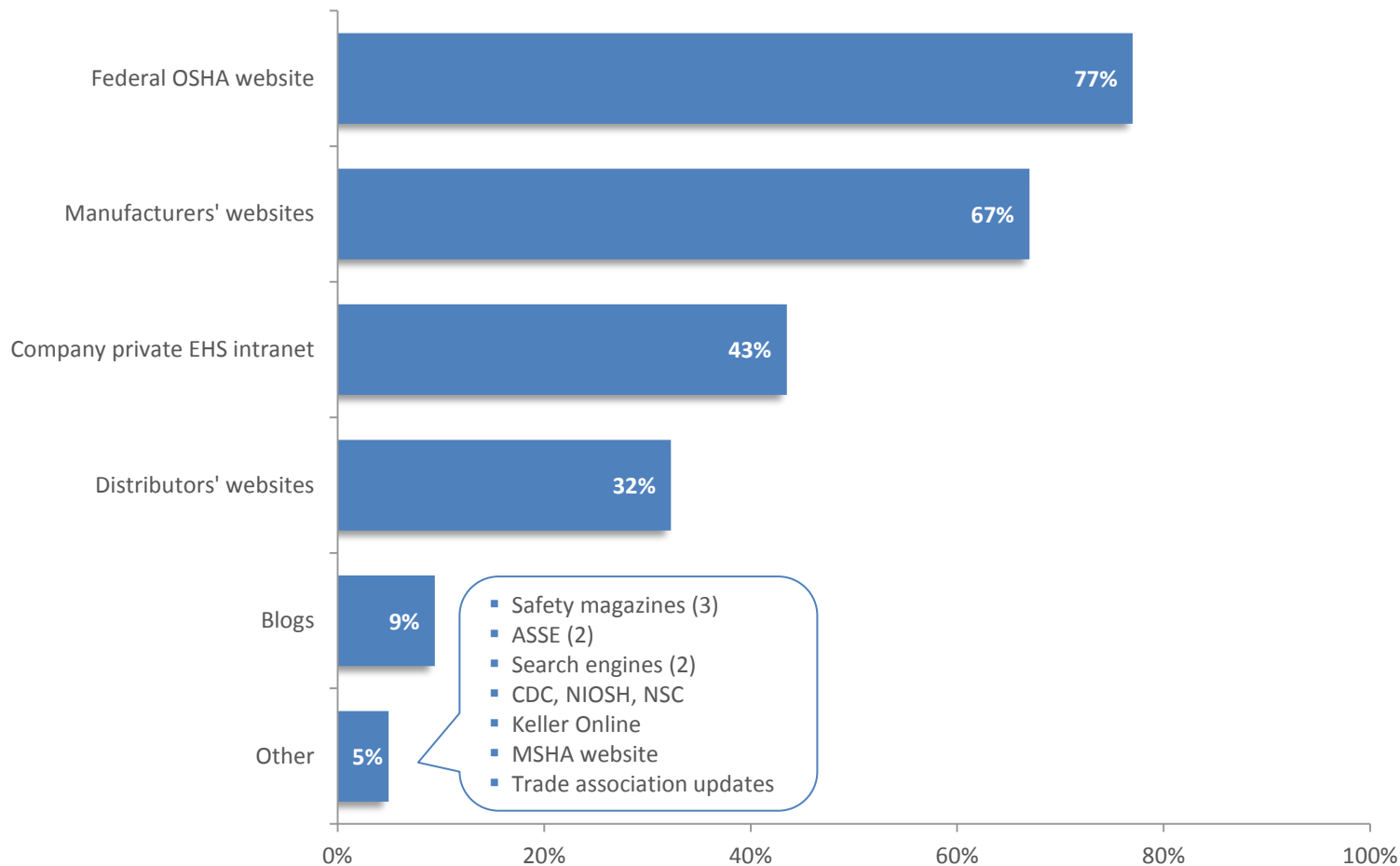
n=220  
"None" removed for analysis purposes

Q222. Which of the following sections on safety and health magazine websites do you typically read/access? (Select all that apply)

# Types of Industry Websites Accessed

The majority of respondents typically access the Federal OSHA website, followed by two-thirds who access manufacturers' websites.

### Types of Industry Websites Accessed

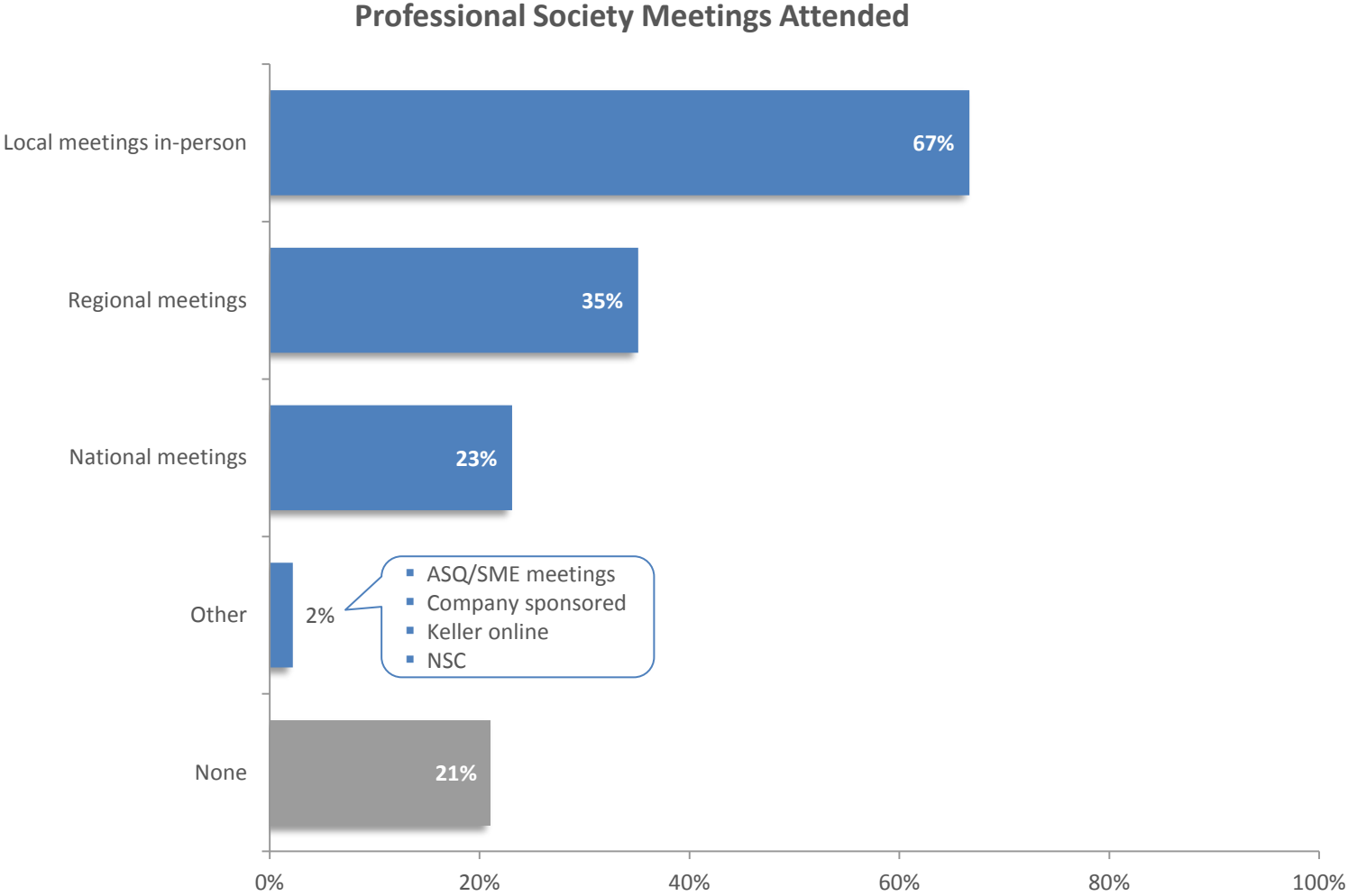


n=222  
"None" removed for analysis purposes

Q225. Which of the following websites do you typically access to obtain safety and health-related information? (Select all that apply)

# Professional Society Meetings Attended

Local in-person professional society meetings are the most attended by the respondents, while a third have attended regional meetings and 23% have attended the national ones.



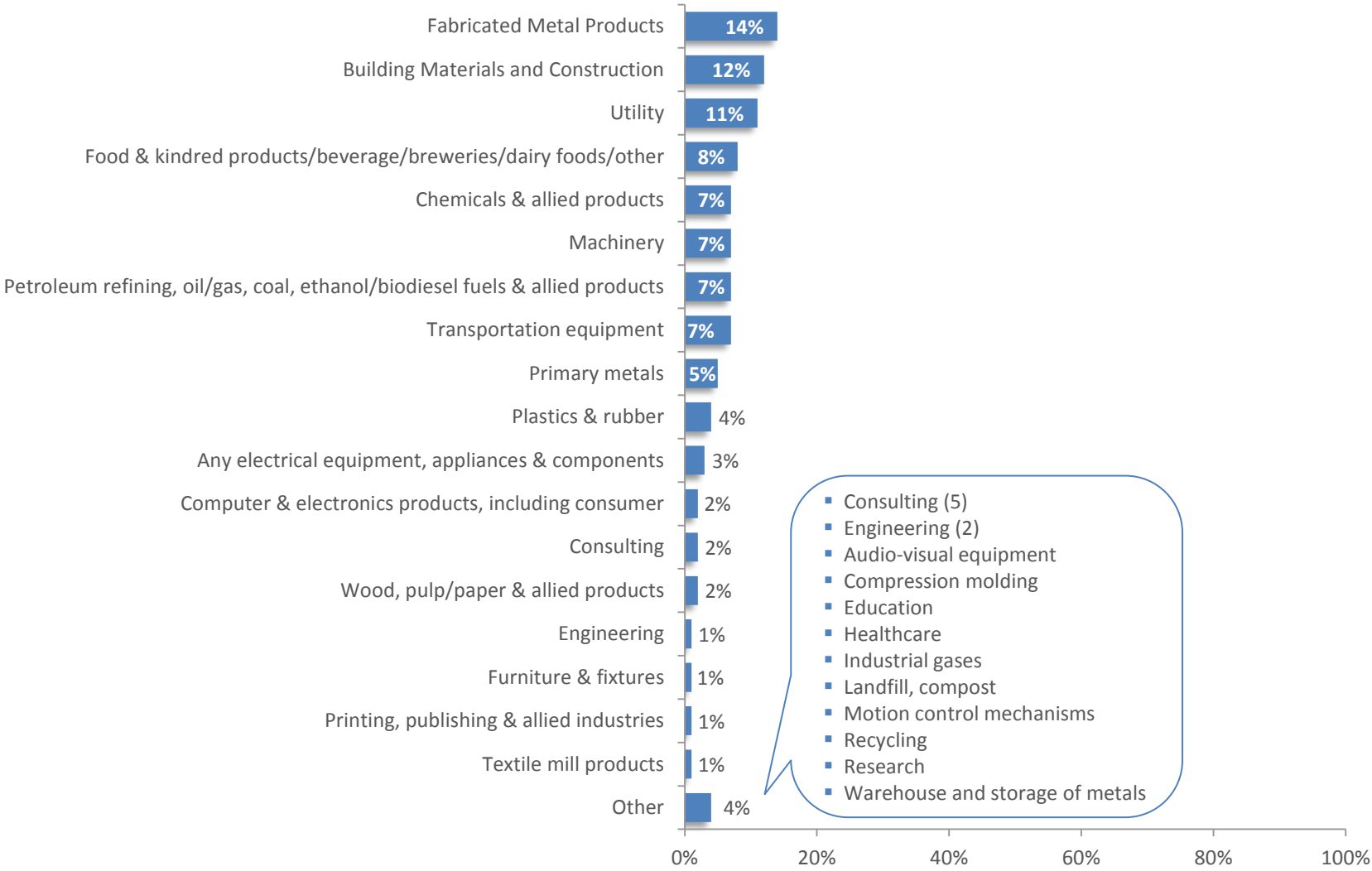
n=224

Q230. Which of the following safety and health professional society meetings have you attended in the past? (Select all that apply)

# Demographics

---

## Primary Business/Industry



n=224

Q105. Which of the following best describes the business/industry in which you work?



## Gender

Male	85%
Female	15%

## Age

18-29 years old	4%
30-39 years old	9%
40-49 years old	19%
50-59 years old	41%
60-69 years old	23%
70 years old or older	4%
Mean Age	53

## Job Function

Safety	40%
Engineering	18%
Corporate/Executive Management	15%
Plant Operations/Site mgt	9%
R&D, Quality	5%
Environmental	3%
Industrial Hygiene	3%
Sales & Marketing	2%
Purchasing	1%
Other	3%

## Industry Experience<sup>1</sup>

Less than 4 years	17%
4 - 10 years	19%
11 - 20 years	25%
More than 20 years	40%

n=210

n=224, unless specified otherwise | <sup>1</sup>“Prefer not to answer/Unsure” responses removed for analysis

Q305. In what year were you born? | Q410. Please indicate your gender.

Q310. What best describes your job function?

Q315. How many years of experience do you have in the environmental, health and safety industry?

## Years in Business<sup>1</sup>

Less than 4 years	3%
4 - 10 years	8%
11 - 20 years	10%
21-50 years	31%
More than 50 years	47%

n=217

## Annual Revenue<sup>1</sup>

\$100,000 or less	4%
\$100,001 - \$500,000	4%
\$500,001 - \$1,000,000	4%
\$1,000,001 - \$10,000,000	18%
\$10,000,001 - \$50,000,000	21%
\$50,000,001 - \$1,000,000,000	16%
\$1,000,000,001 - \$5,000,000,000	10%
More than \$5,000,000,000	24%

n=140

## Company size<sup>1</sup>

Fewer than 10 employees	9%
10-49 employees	16%
50-99 employees	9%
100-499 employees	21%
500-999 employees	8%
1,000-2,499 employees	9%
2,500-4,999 employees	4%
5,000-24,999 employees	9%
25,000 employees or more	16%

n=210

Total respondents=n | <sup>1</sup>“Prefer not to answer/Unsure” responses removed for analysis

Q320. How many years has your company been in business?

Q325. Approximately, what was your company's total annual revenue for 2013?

Q330. Including yourself, how many **full-time employees** (and equivalents) are employed by your company, including all locations (plants, divisions, subsidiaries)?

## Contact Us

### Analyst

Ulka Bhide  
Senior Market Research Analyst  
bhideu@bnpmedia.com  
248.786.1678

### Director

Brian Beaudette  
Director of Insight Innovation  
beaudetteb@bnpmedia.com  
248.786.1625