

Reader Plans Study

December 2014



■ Study Overview	3-5
■ Organizational Health & Safety Plans	
Goals For Next Year	7
Perceived Challenges	8
Most Serious Hazards	9
■ Employees' Job-Related Aspects	
Job Satisfaction & Security	11
Change in Annual Gross Salary	12
■ Resource Planning	
2015 Resource Plans	14
■ Demographics	15-17
■ Contact Us	18



Study Overview

■ Background

BNP's Market Research Division was commissioned to conduct a Reader Plans Study for *ISHN*, to support an editorial about the future business plans of *ISHN* readers. This article will appear in the January 2015 issue of *ISHN*.

■ Objectives

The key objectives for this study are to:

- Determine organizational health & safety-related plans for next year, including budget and other resources
- Understand perceived job satisfaction and job security
- Understand the perceived operational challenges related to health and safety
- Obtain safety goals for next year

Study Details

Target Audience: Active, qualified *ISHN* subscribers who work in industries except mining, distribution, wholesale/retail, freight forwarding/3PL/transportation services and Government

Sample Selection: Systematic random sample on an Nth basis

Survey Method: Web

Incentive: Two \$100 and one \$50 American Express gift cards for three survey participants

Fieldwork Dates: November 18 - December 2, 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	16,416
Undeliverable/Opt Out	947
Usable Base	15,469
Attempted Surveys ¹	237
Response Rate ²	1.53%
Usable Completes ³	222
Incidence ⁴	93.67%



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

² Percentage of usable base that responded to the survey

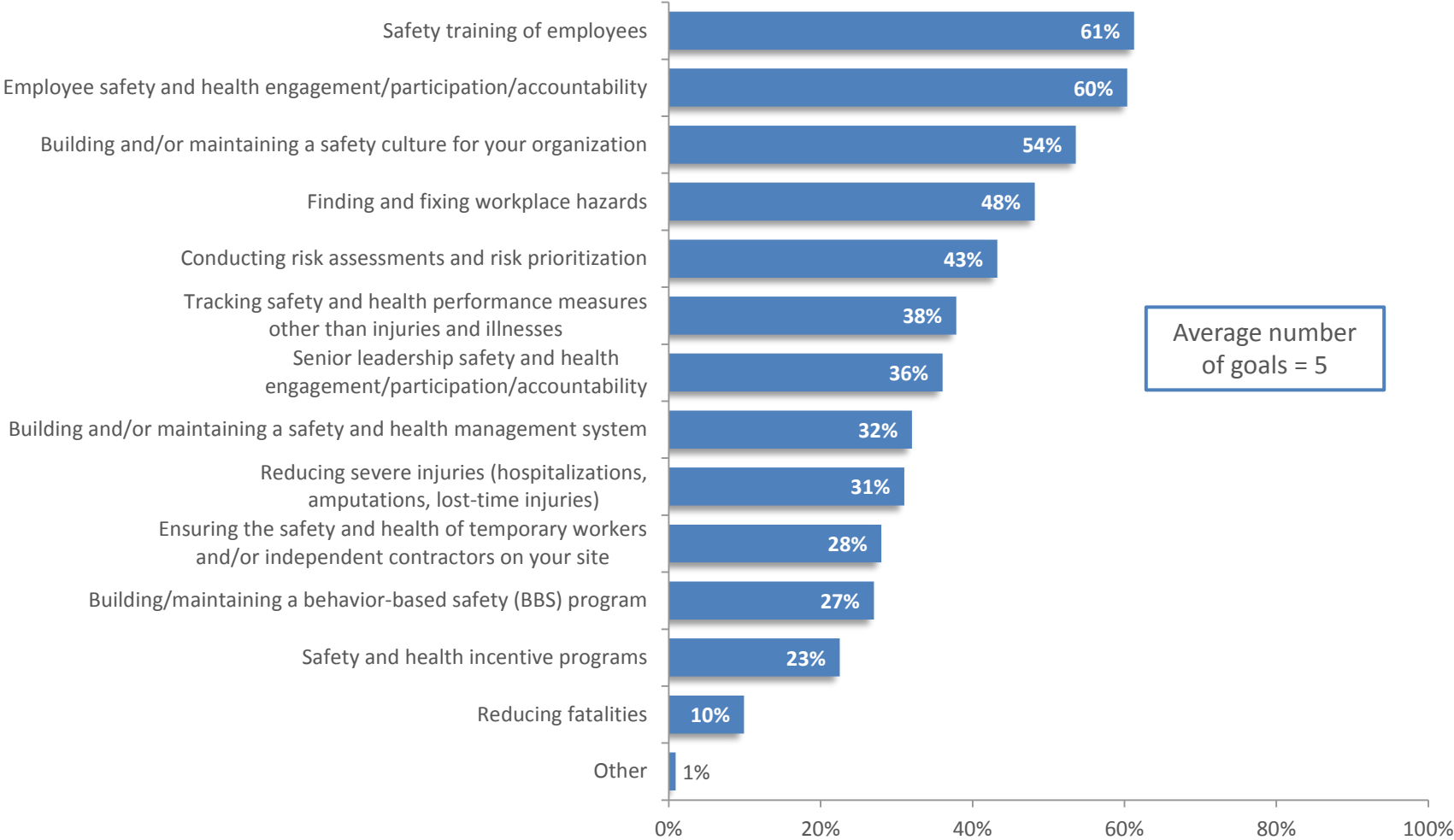
³ Total number of completed surveys after data cleaning

⁴ Percentage of the total attempted surveys that qualified for the research

Organizational Health & Safety Plans

Among the multiple goals respondents' companies have for next year, employee safety training and safety/health engagement are among the most common goals, as indicated by about two-thirds of respondents.

Goals For Next Year



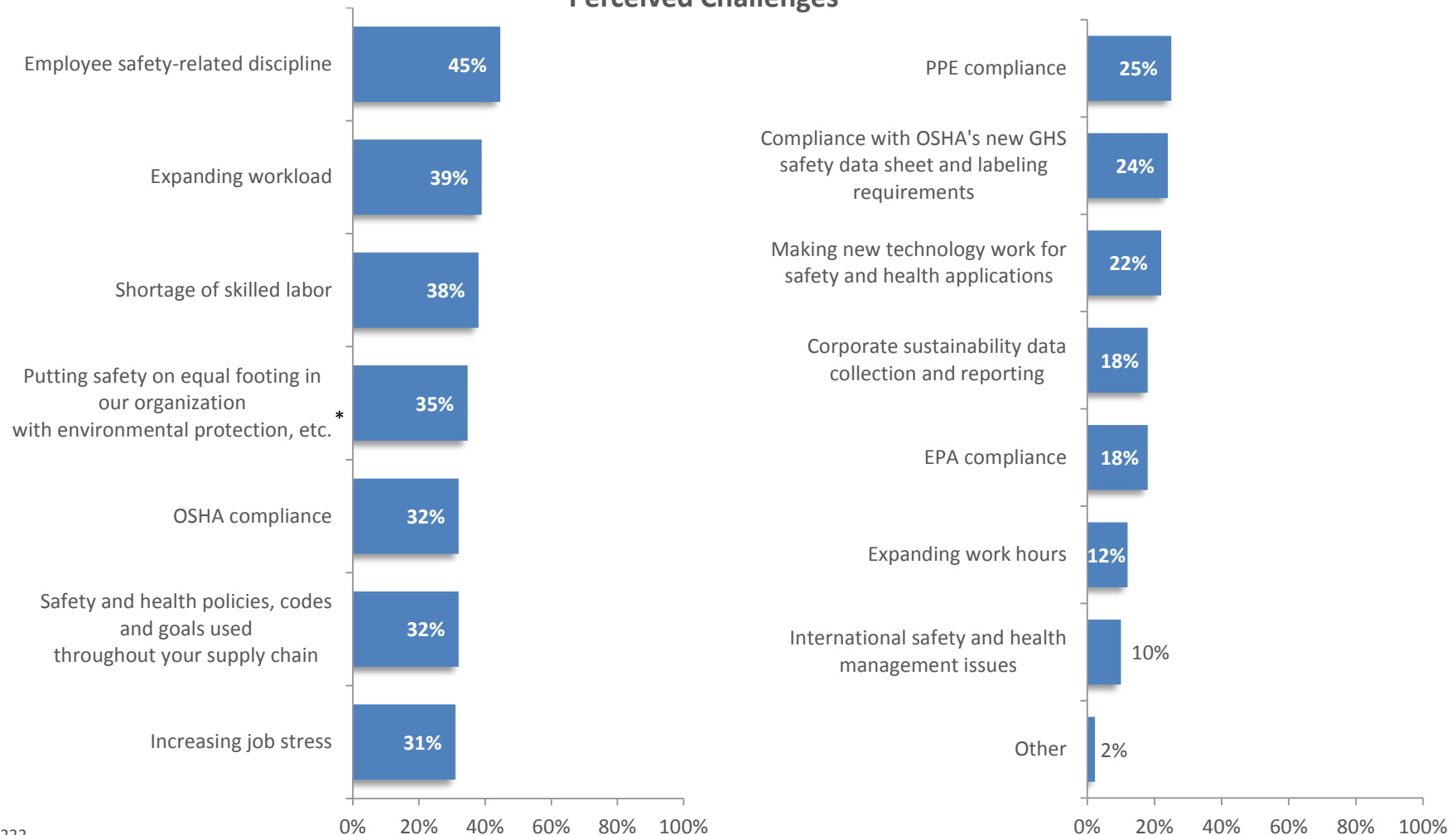
n=222

Q310. Which of the following do you envision being your organization's safety and health goals for next year? (Select all that apply)

Perceived Challenges

Employee safety-related discipline is believed to be one of the biggest challenges next year, followed by several others that pose challenges to the organizational safety and health operations.

Perceived Challenges



n=222

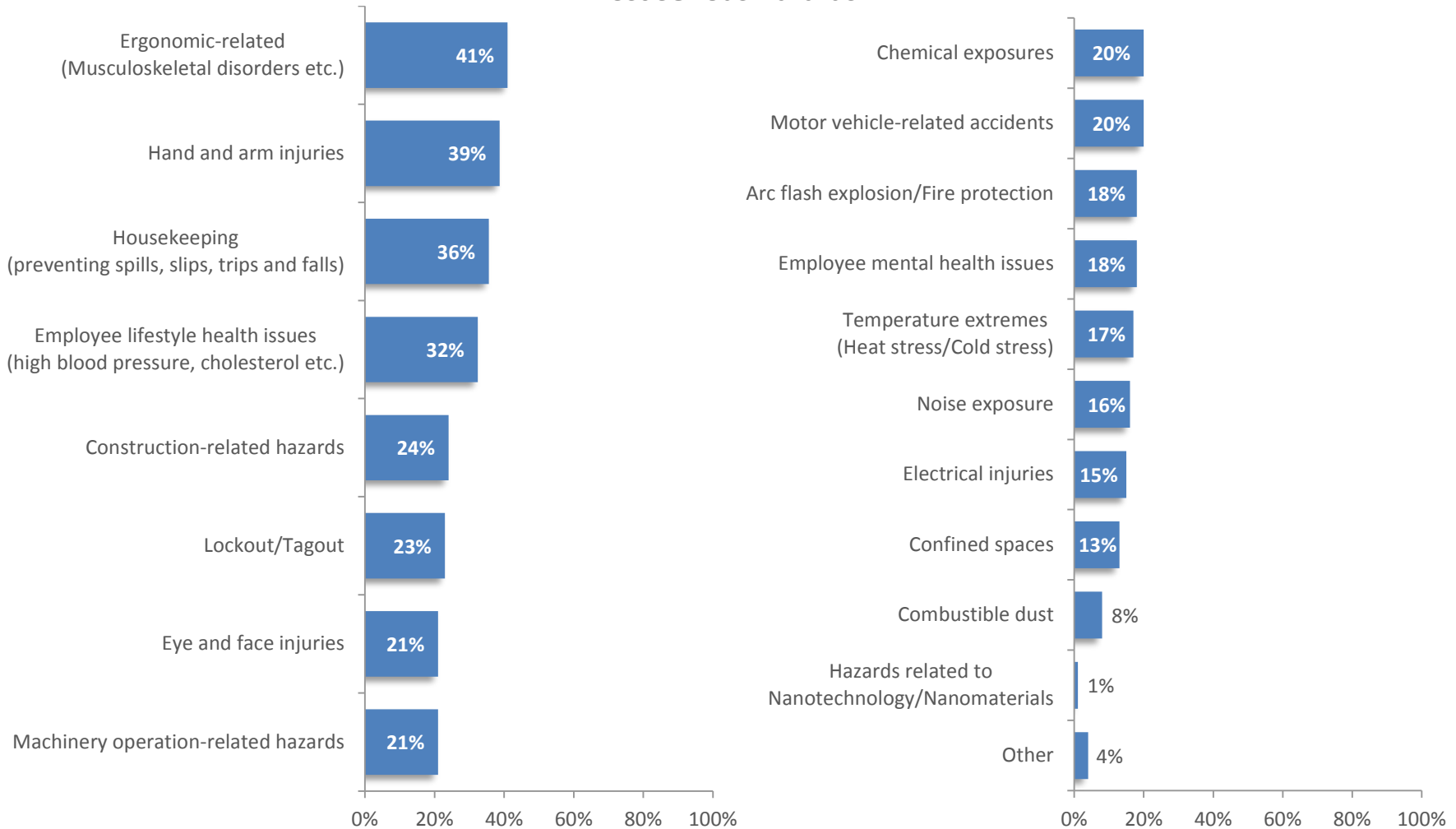
*Response truncated to fit on chart

Q305. Which of the following challenges do you believe will impact your organization's health and safety operations the most in the next year? (Select all that apply)

Most Serious Hazards

41% of respondents cite ergonomic-related hazards and 39% mention hand/arm injuries as being the most serious hazards at their facility, while about a third find housekeeping and/or employee lifestyle health issues among the most hazardous.

Most Serious Hazards



n=222

Q320. Which of the following do you consider to be the most serious hazards in your facility next year? (Select all that apply)

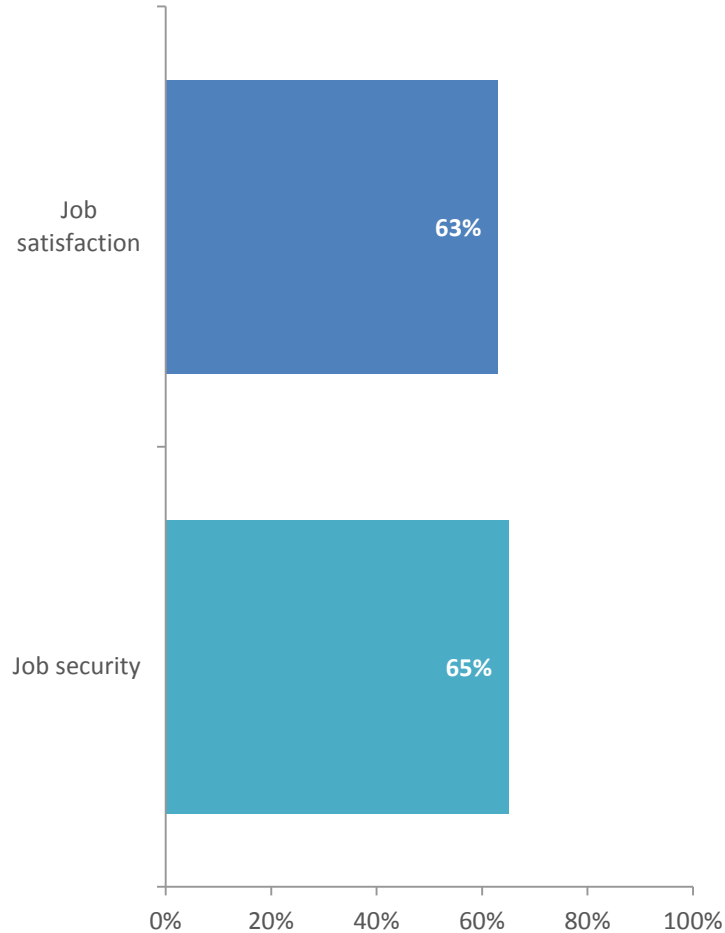
Employees' Job-Related Aspects

Job Satisfaction & Security

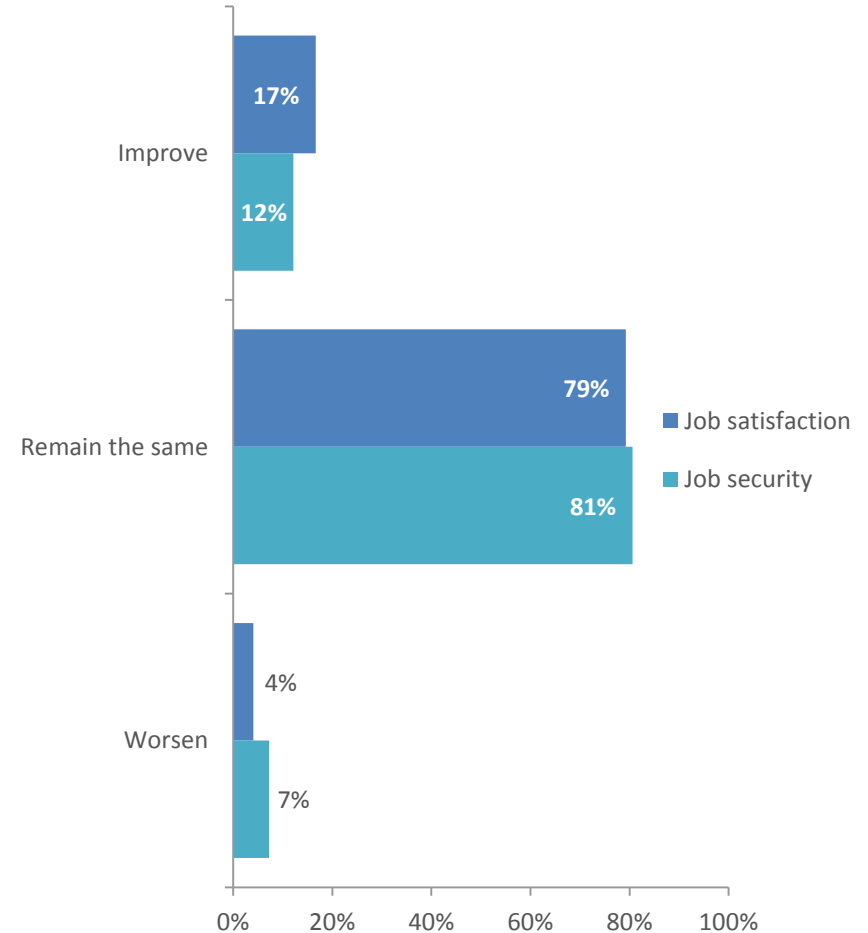
About two-thirds of respondents each rate their current job satisfaction and job security highly; these parameters are, by far, expected to remain the same next year.

Current Job Satisfaction & Security

(Top 3 Box)¹



Expected Change in 2015



n=222

¹Top 3 Box (8, 9, 10 Extremely satisfied)

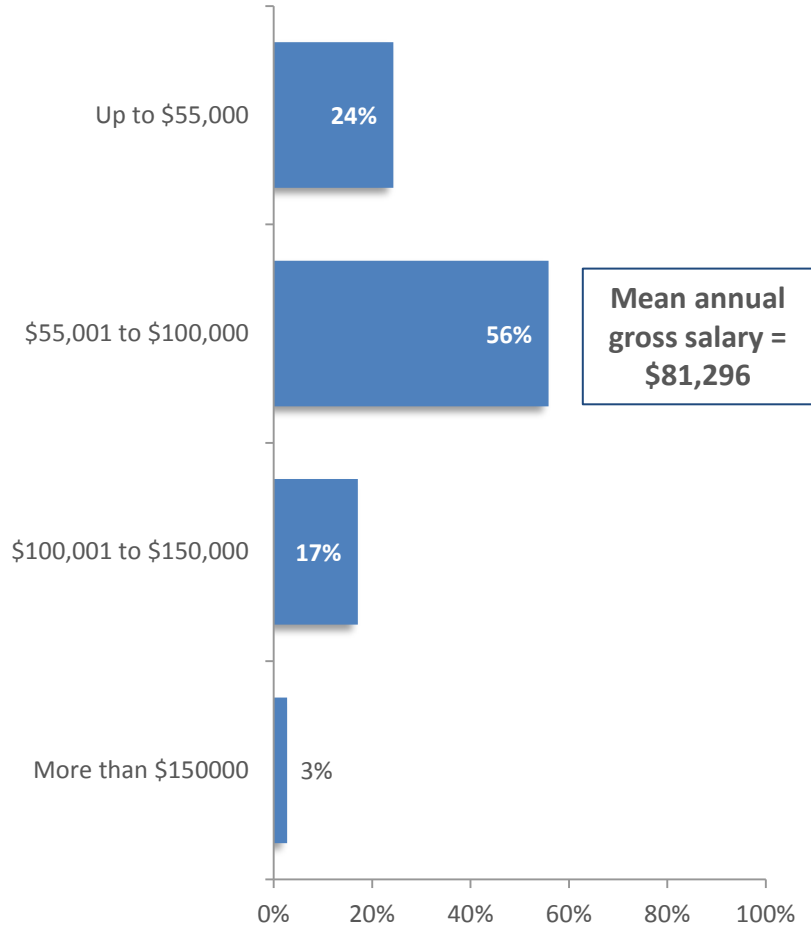
Q220. Please rate the following with respect to your current job: 1. Job satisfaction 2. Job security

Q225. How will the following change in 2015 compared to this year with respect to the health & safety aspect of your job? 1. Job satisfaction 2. Job security

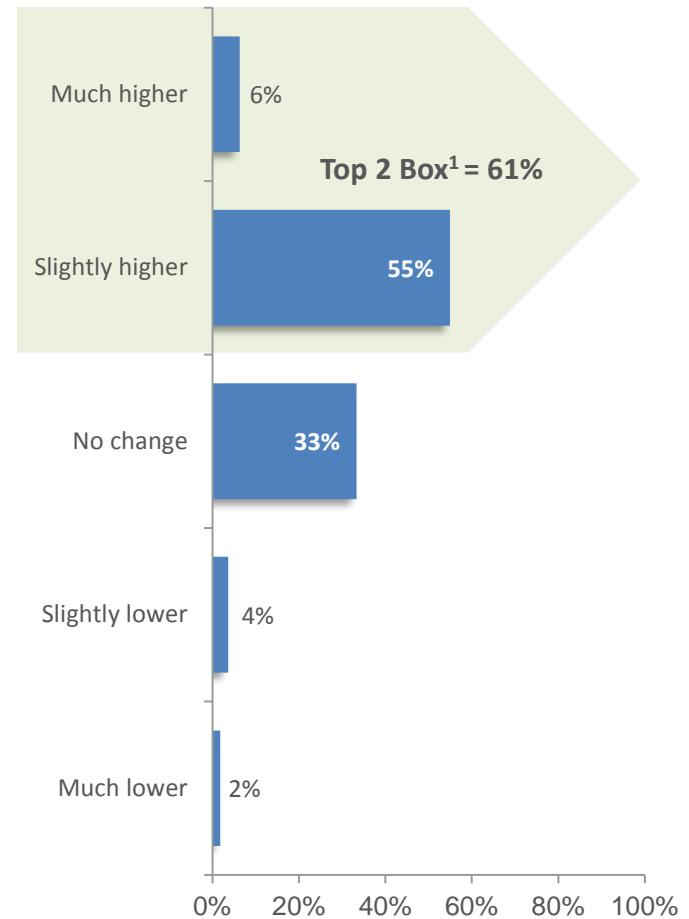
Change in Annual Gross Salary

Over half of respondents currently draw an annual gross salary of \$55,001-\$100,000. 55% of respondents expect their salary to rise slightly next year.

Current Annual Gross Salary



Change in Salary This Year



n=111, "Prefer not to answer/Unsure" responses removed for analysis

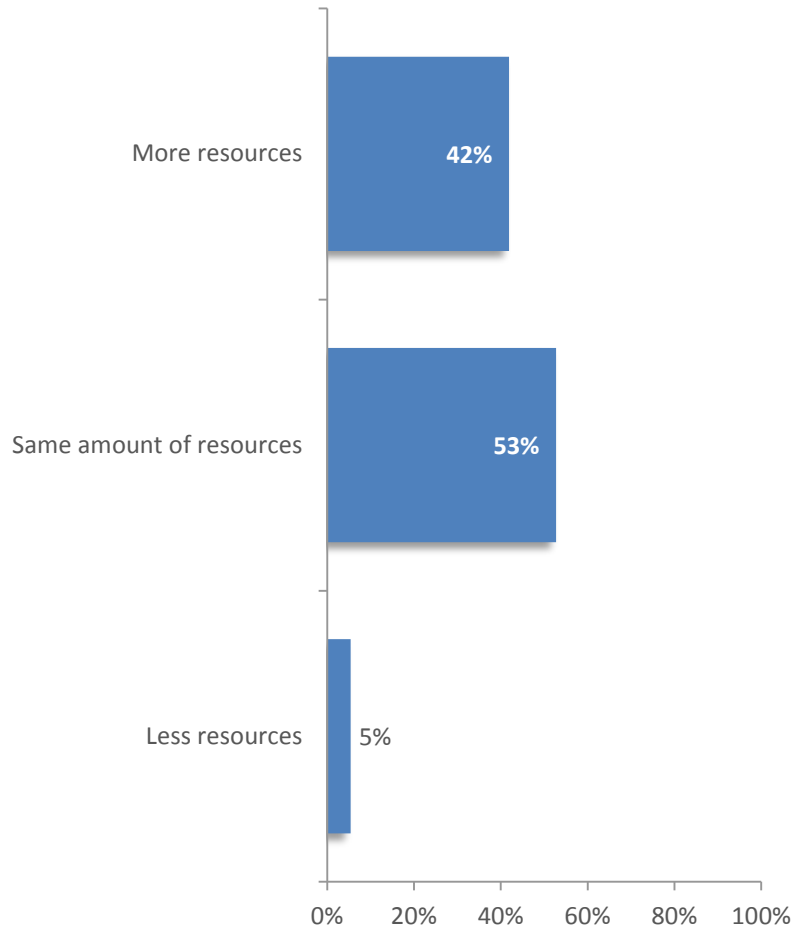
Q420. What is your current annual gross salary?

Q425. How did your annual gross salary change in 2014 compared to 2013?

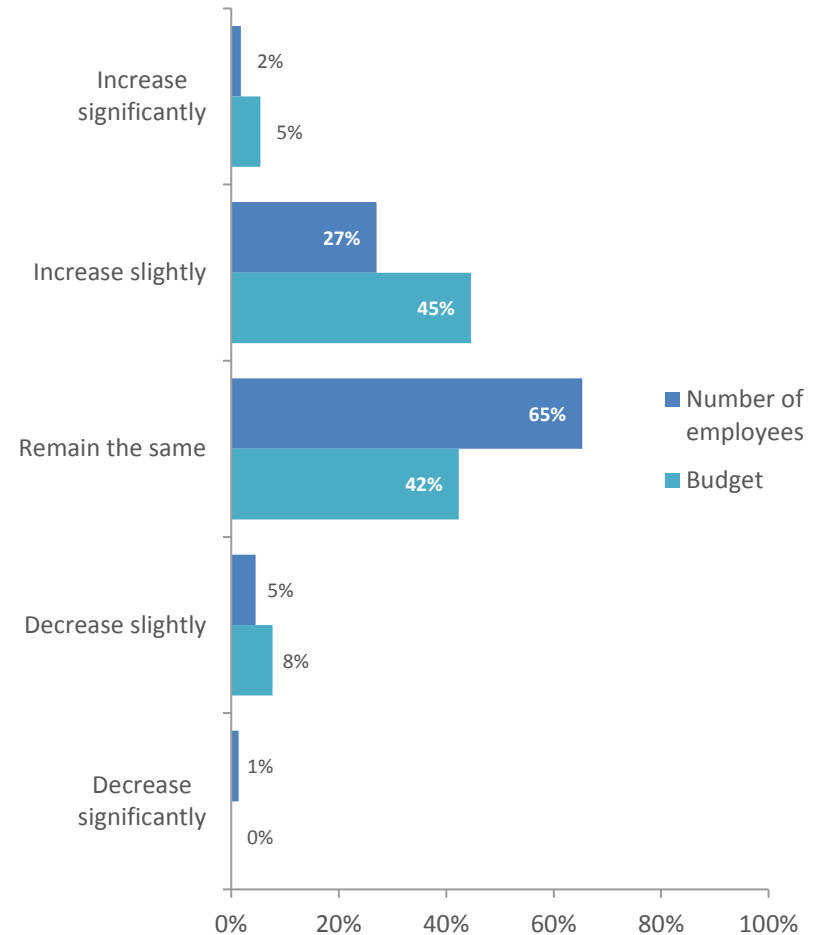
Resource Planning

While half of respondents expect their company resources to remain the same as this year, 42% expect more resource allocation for health and safety. 50% of respondents expect their health and safety budget to increase next year.

Health & Safety Resource Allocation Next Year



Number of Employees & Budget



n=222

Q205. In 2015, how do you expect the number of employees in the health and safety-related operation at your facility to change?
 Q210. Compared to this year, how do you see your company committing resources toward improving the health and safety of employees in year 2015?
 Q215. Compared to this year, how do you expect the safety and health budget at your organization to change in 2015?

Demographics

Gender

Male	80%
Female	20%

Age

18-29 years old	2%
30-39 years old	10%
40-49 years old	21%
50-59 years old	41%
60-69 years old	22%
70 years old or older	3%
Mean Age	53

Job Duties

Safety	44%
Corporate/Executive Management	18%
Engineering	13%
Environmental	4%
Industrial Hygiene	3%
Sales & Marketing	3%
Quality assurance	2%
R&D	2%
Administration	2%
Purchasing	1%
Other	9%

Industry Experience*

n=216

Less than 4 years	13%
4 - 10 years	25%
11 - 20 years	21%
More than 20 years	41%

n=222, unless stated otherwise | *Prefer not to answer/Unsure responses removed for analysis

Q405. In what year were you born?

Q410. Please indicate your gender.

Q412. What best describes your job function?

Q415. How many years of experience do you have in the environmental, health and safety industry?

Respondent Company Profile

Primary Business/Industry

n=222

Petroleum refining, oil/gas, coal, ethanol/ biodiesel fuels & allied products	13%
Utility	12%
Fabricated metal products	11%
Building materials and construction	9%
Transportation equipment	8%
Chemicals & allied Products	6%
Machinery	5%
Plastics & rubber	5%
Food & kindred products/Beverage/Breweries/Dairy foods/Other	4%
Primary metals	4%
Wood, pulp/paper & allied products	2%
Any electrical equipment, appliances & components	1%
Computer & electronics products, including consumer	1%
Printing, publishing & allied industries	1%
Textile mill products	1%
Furniture & fixtures	<1%
Other	16%

Years in Business*

n=219

Less than 4 years	2%
4 - 10 years	8%
11 - 20 years	9%
21 - 50 years	33%
More than 50 years	48%

Company Size*

n=216

Fewer than 10 employees	9%
10-49 employees	14%
50-99 employees	6%
100-499 employees	22%
500-999 employees	7%
1,000-2,499 employees	8%
2,500-4,999 employees	6%
5,000-24,999 employees	14%
25,000 employees or more	14%

Annual Revenue*

n=160

\$100,000 or less	5%
\$100,001 - \$500,000	5%
\$500,001 - \$1,000,000	2%
\$1,000,001 - \$10,000,000	23%
\$10,000,001 - \$50,000,000	14%
\$50,000,001 - \$1,000,000,000	11%
\$1,000,000,001 - \$5,000,000,000	15%
More than \$5,000,000,000	26%

Total respondents=n | *Prefer not to answer/Unsure responses removed for analysis

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

Q110. How many years has your company been in business?

Q115. What was your company's estimated total annual revenue for 2013?

Q120. 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

Manager

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