

Marcom International for OSHA

Telephone survey report
Main results & conclusions

August 2002

Summary of campaign

- Campaign objectives
 - To validate key outstanding points related to OSHA communications strategy, in order to draw up a realistic and effective communication plan
 - To collect at least 300 responses (i.e. 20 responses per country)
- Target audiences
 - Targeted user groups included:
 - Trade unions and employees' associations
 - Preventive services
 - NGOs & professional organisations
 - Researchers
 - Employer's associations
 - OSH experts at company level
 - Media

Summary of campaign (cont'd)

- Key questions to be answered
 - How does OSHA/FP information and services compare relative to other OSH information sources and content providers?
 - What are the OSH messages to get across?
 - How well are our main services and messages known and accepted?
 - What are users' preferred channels and vehicles?
 - What are user expectations and needs in terms of OSHA information updates?
- Telephone surveys were carried out by our telemarketing partner Tesselaar, in Luxembourg, between 14th-31st May.

Campaign results

- A total of 264 responses were collected
- The objective of collecting 20 responses was achieved in 6 countries: Austria, Belgium, Finland, Italy, The Netherlands and the UK.
- Countries where the response rates were well below the objectives are Ireland, Greece, Spain, France, Luxembourg, Portugal and Sweden.
- Several reasons explain this partial achievement:
 - We asked for 840 to 1.260 contacts, and we collected 662.
 - 31.72% of the contacts were not available in their offices and could not to be reached, even after 6 call attempts.
 - 17.67% refused to answer the survey, i.e. 39% in Spain and 29% in Greece

Campaign results (cont'd)

- Profile of the 264 respondents

	AU	BE	DA	DE	EI	EL	ES	FI	FR	IT	LU	NL	PO	SV	UK	Total	%
Employers' assoc.	2	3	7		2			1	3	8	2	1	2	2	7	40	15
Media			2	2	1							3		1	2	11	4
Trade Unions	3	15	4	1			1		5	5	4	7	2	2	3	52	20
Researchers	4	2	4	2		3		4		7		4	2	2	3	37	14
NGOs/Professional org.	3	5		1	3			7		4					4	27	10
Preventive Services	4	4		4		3		6		3		6			2	32	12
OSH experts	4	7	1	7		3	5	1		3	1	27			4	63	24
Policy - decision maker									1				1			2	1
	20	36	18	17	6	9	6	19	9	30	7	48	7	7	25	264	100%

- The telephone survey lasted on average 40 minutes with important differences between countries (20 minutes for The Netherlands, up to 1h15 for Greece and Italy)

Survey conclusions

- The interest in European OSH information could be raised among OSH professionals depending on OSHA objectives.
- Since the interest in national, regional and local OSH information is high, and since OSHA want to be perceived as the « Europe's OSH information reference point », the Agency should either better facilitate access to this information and/or better promote the fact that they provide a centralised access.
- OSHA information updates should be improved to better meet user expectations, for instance through the provision of an e-mail alert service.
- To facilitate access to information, OSHA should keep on offering several views (per employment sector, information type, OSH issues, countries) and offer search engine facilities on its websites.

Survey conclusions (cont'd)

- The acceptance of OSHA information & communication mission statements developed in the communications strategy is very high in the medium-long term, but additional efforts must be made to convince 30% of OSHA core target groups.
 - This can be achieved through the delivery of more concrete & practical information, more synergies between Member States as well as the improvement of OSHA and its Focal Points information mission and respective responsibilities.
- There is a clear cross channel need (and current behaviour) for accessing and using OSHA publications and services, with higher preferences for web-based solutions. But the usage is very diversified and we can wonder if the offerings are well known.

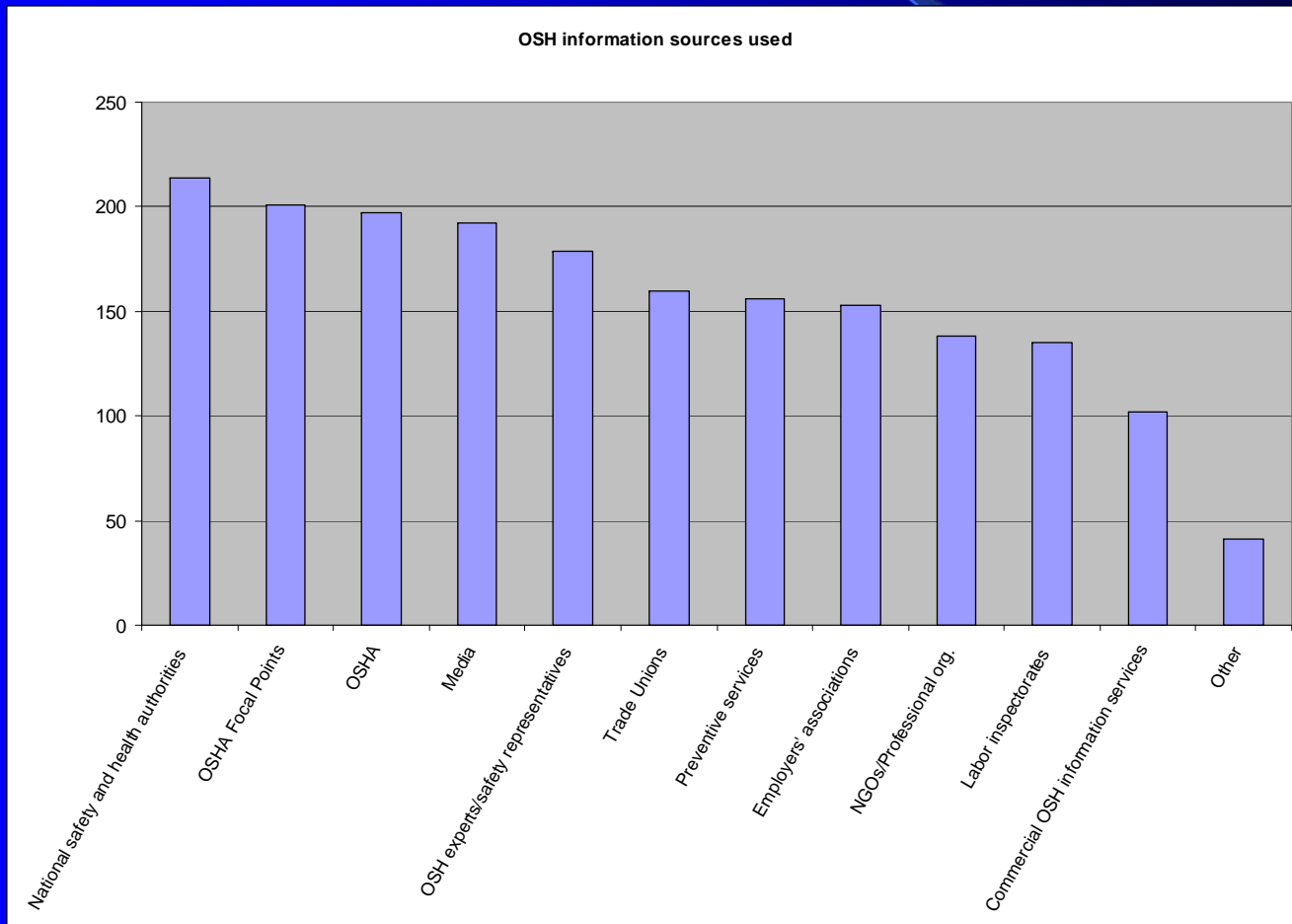
Survey conclusions (cont'd)

- Users are satisfied with OSHA publications and services, especially with the Agency facts and the Euro-week online information.
- The professional OSH intermediaries who responded to the survey play their role of re-disseminator. To satisfy their needs in this respect, OSHA must preferably provide them with electronic information.

Survey results

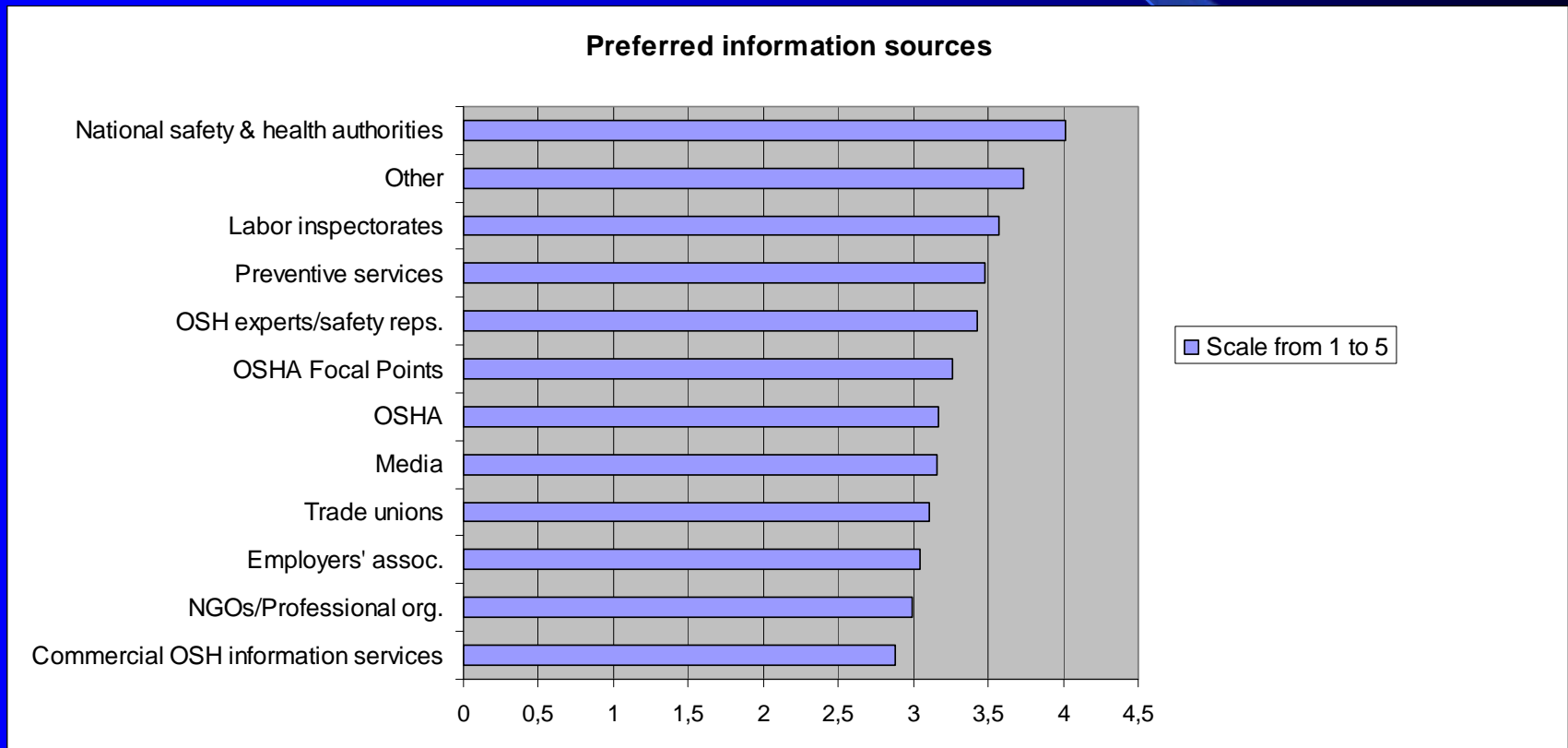
Usage of OSHA vs OSHA information

- There are many sources used for OSH information, of which Focal Points and OSHA are found among the first three positions



Usage of OSHA vs OSHA information

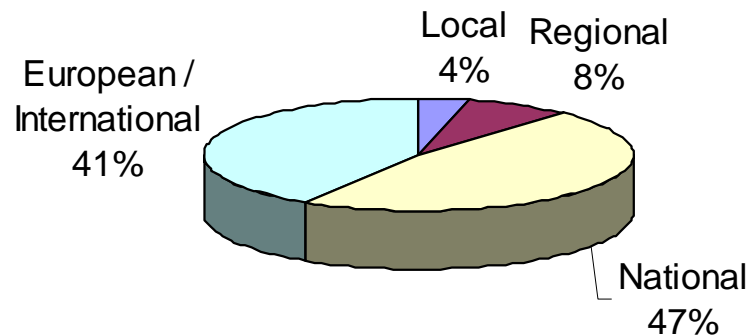
- Although OSHA and its Focal Points are widely used, they rank respectively 6 & 5 in terms of the preferred used source.



Interest in international OSH information

- 41% of the respondents are interested in European/international OSH information.

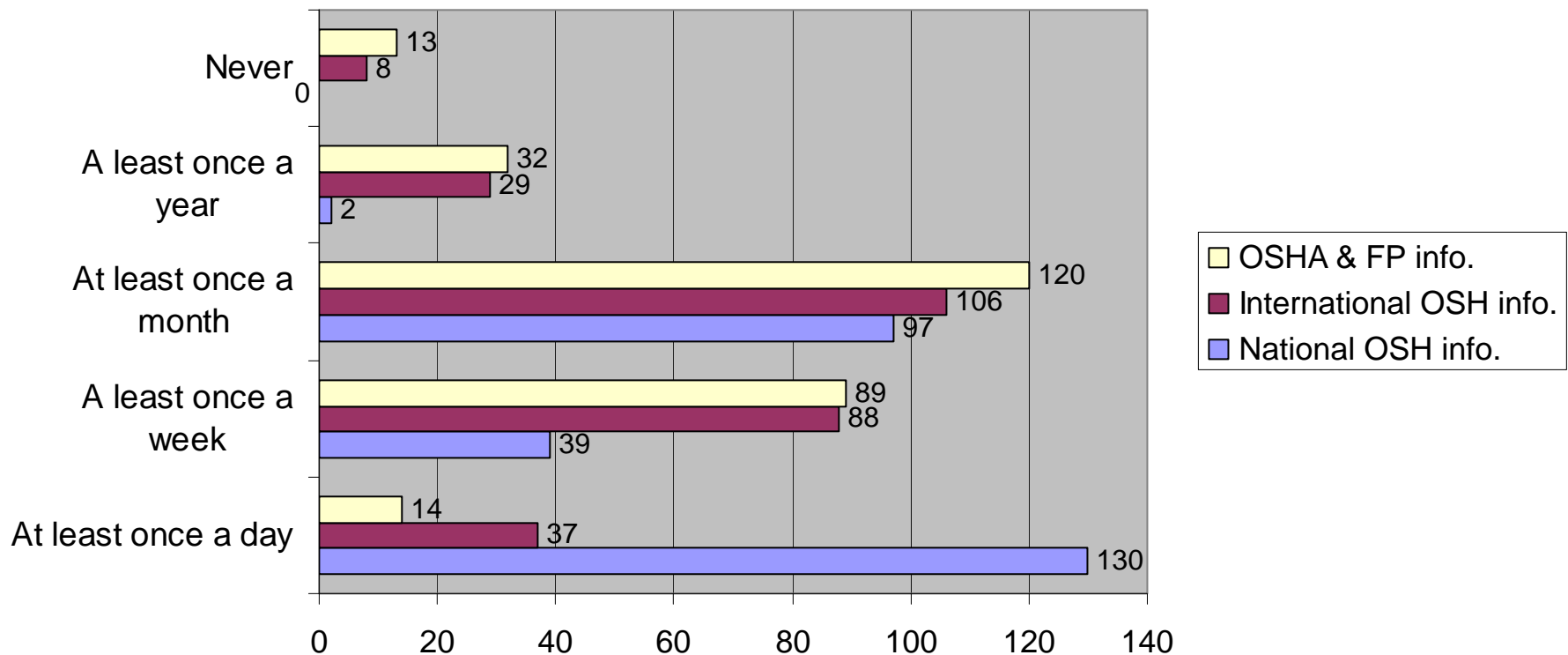
Geographical interest in OSH information



Frequency of using OSH information

- Respondents use national OSH information much more frequently than International or European OSHA information.

Frequency of using OSH information



Agreement on OSHA statements

- 70% of the overall respondents agree with the overall statement:
« OSHA is Europe's first reference point for information on occupational safety & health issues »
- 80% of trade union/NGO/preventive service/professional associations agree with the statement:
« OSHA provides you with an information resource, an effective channel and partnership opportunities for sharing and communicating your views and information on OSH at European level »
- 77% of employer's associations agree with the statement
« OSHA offers access to a wide range of reliable and practical information for your members as well as partnership opportunities»
- 87% of the researchers agree with the statement
« OSHA offers information on the current state of the art on key OSH research topics in Europe and partnership opportunities»

Agreement on OSHA statements

- 76% of the OSH expert at company level agree with the statement
« OSHA provides you with reliable and practical information that will help you make your company a safe, healthy and productive workplace»
- 76% of the information provider / media agree with the statement
« OSHA offers you a single European information point to inform your audiences on OSH matters»
- 91% of the policy decision maker agree with the statement
« OSHA provides you with a balanced perspective and impartial advice on key OSH issues»

For those who do not agree with the statements

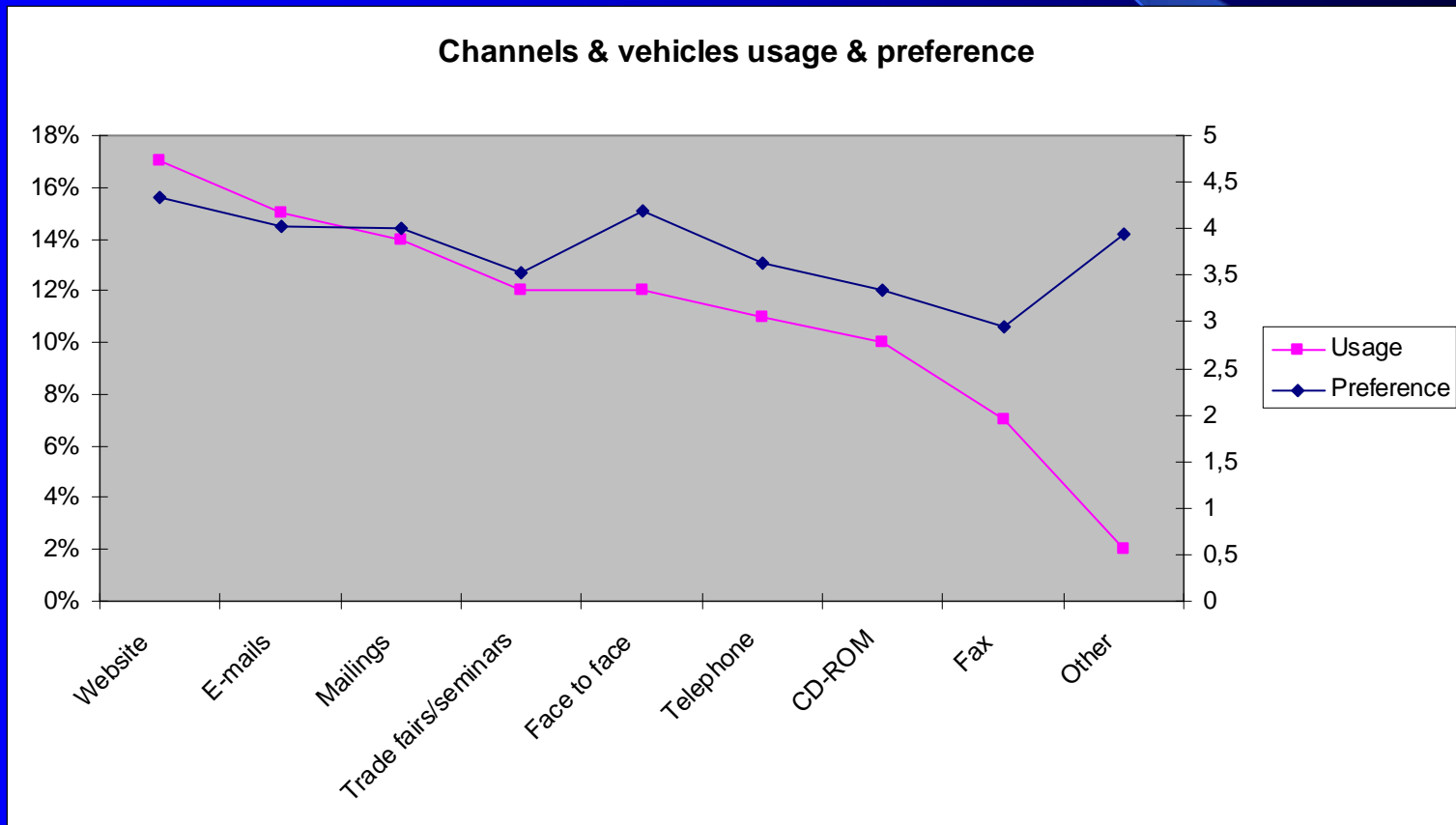
- Main reasons why
 - Expect more concrete/practical information
 - Expect more active participation in the agriculture sector
 - More information and synergies between Member States
 - Focal Points are not practical
 - Need more structure
- Should this statement be developed in the future?
 - 90% of them believe that this statement should be developed (and fulfilled) in the future.

Publications & services usage and preference

- Uses and preferences among OSHA publications and services are very diversified, although the OSHA and FP's websites stand out both in terms of usage and preference.
- Altogether, OSHA publications and services are fairly well appreciated with an average mark of 3.6 / 5.
- The agency facts and the Euro-week information on-line received the highest satisfaction marks.
- 92% of the 51 respondents find the good practice information on the OSHA website useful.
- 93% of the 243 respondents are satisfied with the way OSHA information is organised.
- Suggestions for improvements were:
 - Update the web site more frequently
 - Add a search engine
 - Better organise the website

Preferred channels and vehicles

- There is a clear need for a multi-channel communications strategy, where web-based means must coexist with other « traditional » communication means.



Expectations and needs related to information updates

- There is no specific type of information most in demand for updates, and users should be able to receive updates depending on their preferences.
- 76% of the respondents use OSHA information for re-dissemination or integration within other materials
- Information updates should be provided to the respondents at least once a month, with 44% of them who would like to receive it as soon as it published on the web.
- Respondents prefer receiving updates by e-mail or on the web, but such information should also be delivered through newsletter and magazine for 20% of the respondents.

User suggestions for improvement

- 44% of the respondents provided suggestions to improve the way OSHA and its Focal Points inform them:
 - Would like to receive everything in their native language
 - An e-mail service to receive information updates
 - Focal Points to be more active, e.g. in the marketing field
 - Organisation of meetings on a more regular basis
 - More local promotion
 - Presentation of the website could be improved

Follow-up data

- 81% of the respondents are willing to participate to future surveys
- 93% of the respondents are interested in receiving the survey results