

Health & Safety Authority Consumer View

November 2018

Ref 328818

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REDC



Background & Research Methodology

- / The purpose of this research was to update our understanding of how **public perception in relation to workplace health and safety might have changed in recent years.**
- / Given this is the **sixth wave** of the same questions, a consistent research approach was used to ensure direct comparability of the results:
 - » The RED Express telephone omnibus was the research methodology opted for because of its nationally representative output.
 - » Of the **1,000 interviews conducted**, only those **working Full or Part Time** were targeted to ensure the responses were among those in the main cohort only.
 - » Quotas were set and final data weighted to known profiles on age, gender, class, region and phone type to ensure the sample is representative of the total Irish population.
- / Throughout the presentation we have used the following notations compared to the previous year:

Significantly Higher: 

Significantly Lower: 

- / Margin of error on sample of 627 +/- 3.9%

Year	Fieldwork Period	Sample Size
2018	11-18 Oct 2018	627
2017	20-23 Nov 2017	622
2016	24-26 Oct 2016	592
2015	05-07 Oct 2015	578
2014	06-08 Oct 2014	581
2013	07-10 Oct 2013	571

Summary of Main Findings



1

In 2018, attitudes to workplace health & safety are relatively on par with what they were at the same time in 2017

2

One area bucking this pattern of stability is health & safety being seen as a joke, which improves amongst full time, higher social grades, and Rest Of Leinster region.

3

Munster sees a significant increase in recognition of the importance of the H.S.A. and also has the highest level of self-proclaimed health & safety knowledge.

4

With regard to how seriously workplace health & safety is taken, there is a clear gender divide, suggesting there is a need to better address women's concerns.

5

Connacht/Ulster region is significantly more likely than other regions to associate health & safety with business success. What is being done differently in this region?

6

There are significantly more full and part time workers this year feeling they are 'very well' informed about workplace health & safety risks.



Recommendations for 2017-2018

Continue to focus on helping to address the concerns of women

- / Women are less likely to think health & safety in the workplace is seen as a joke, but nonetheless are significantly less likely than men to feel it is taken seriously.

Communicate importance of reliable information sources to those 'independent-minded' workers

- / The proportion of those who are accessing information themselves is on the rise
- / This corresponds with age, suggesting the need to stress to older ages the importance of reliable sources of information such as the H.S.A.

Impress importance of health & safety on those in lower social grades

- / Nearly 9 in 10 feel health & safety is taken seriously in their workplace.
- / However, lower social grades are more likely to think workplace health & safety is seen as "*a bit of a joke*".
- / There is a need to impress the importance of health & safety on this demographic group both directly and indirectly through their employers.



A look at our Sample

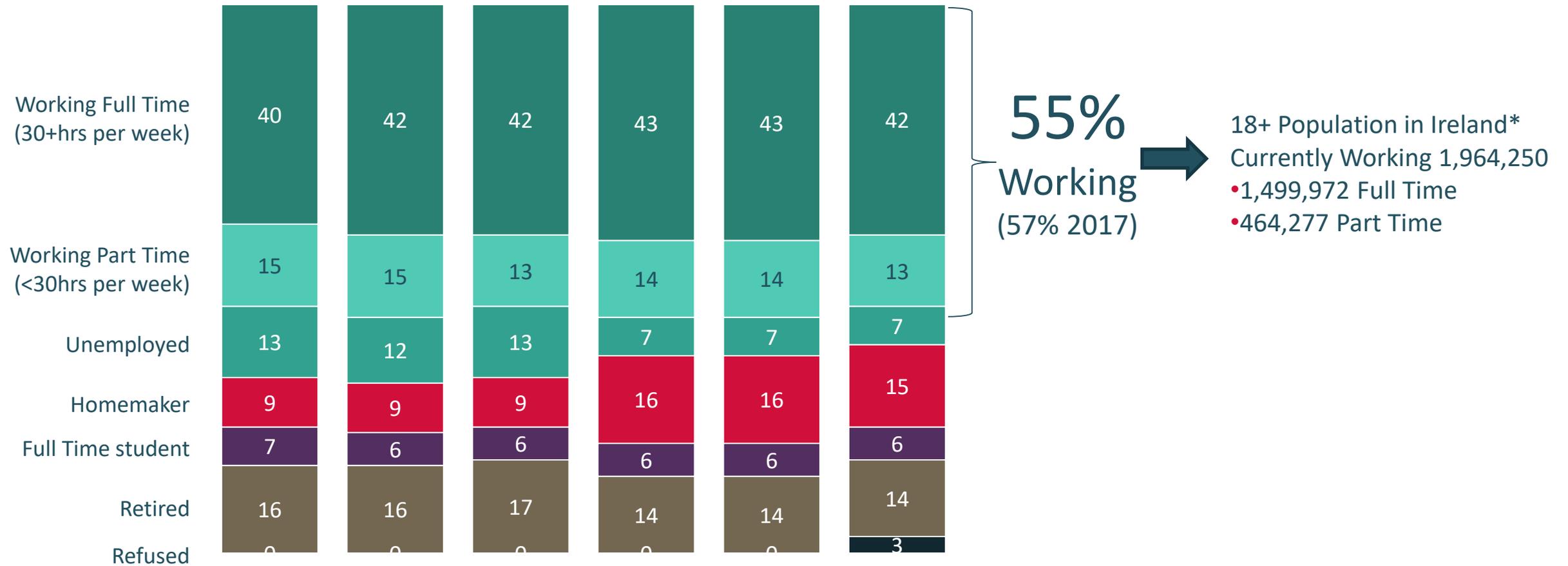
Sample Context

(Base: All Adults 18+; n=1,000)

18+ Population in Ireland 3,571,363 CSO 2016 census



Of the 1,000 nationally representative interviews conducted....



Amongst all adults aged 18+, the proportion of working status types remains relatively steady over time.

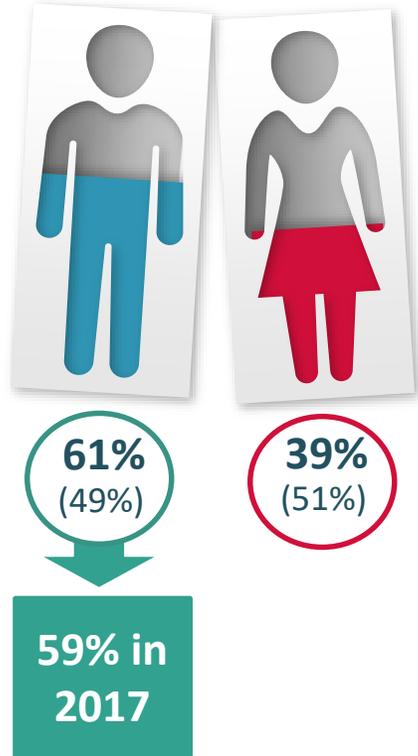


Profile of Working Sample

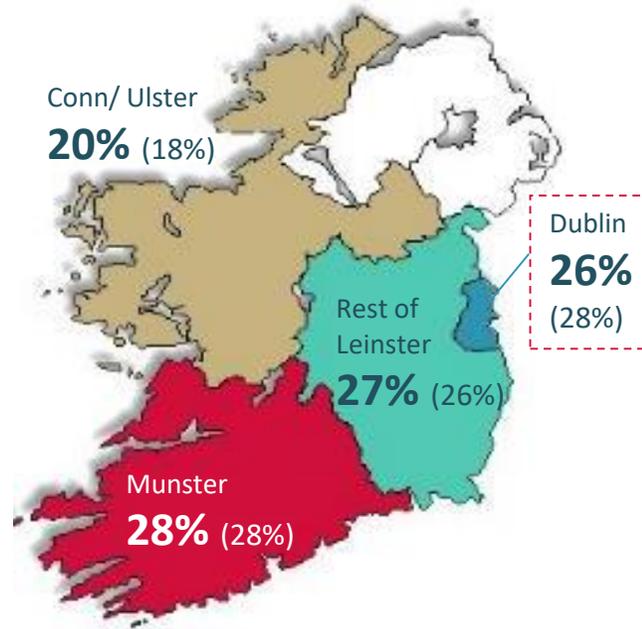
(Base: All Adults Aged 18+ Working Full or Part Time – 627)

() = nat rep population 18+

Gender



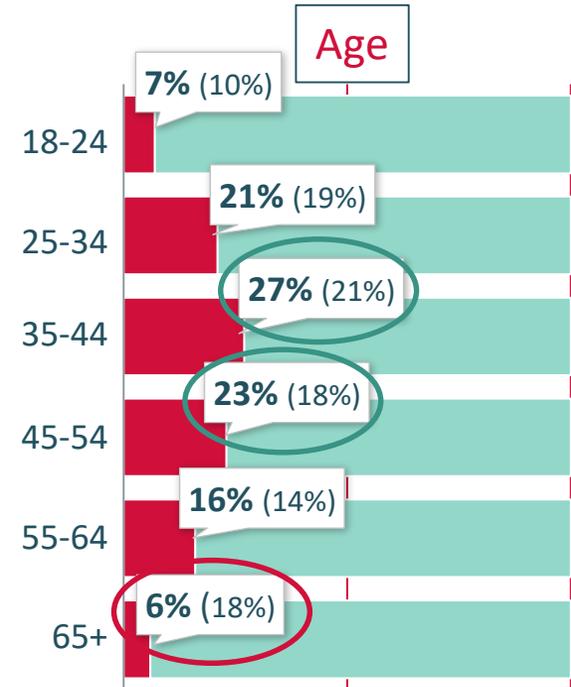
Region



Social Class



Age



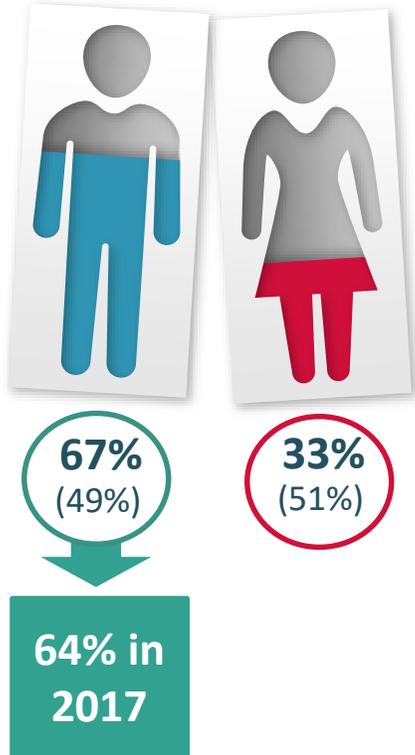
Compared to the national population, there are significantly higher proportions of men, higher social grades, and also 35-54 year olds in employment. The gender and age disparity is slightly more prevalent in 2018 than it was in 2017.

Profile of Working Sample

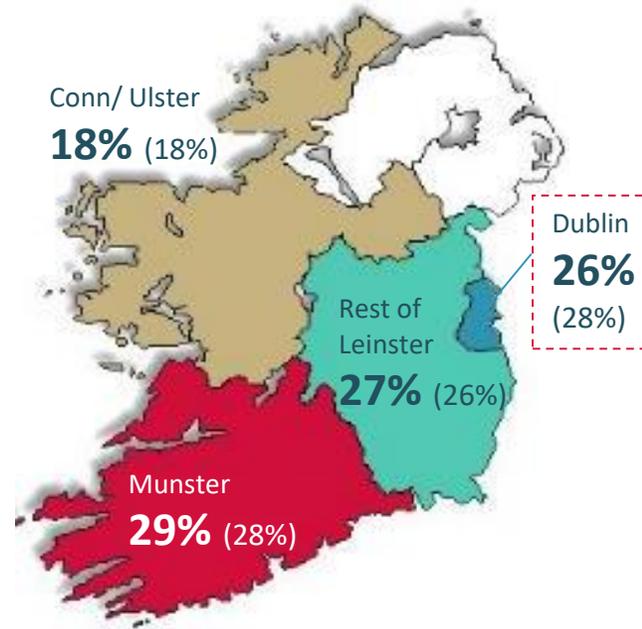
(Base: All Adults Aged 18+ Working Full Time – 533)

() = nat rep population 18+

Gender



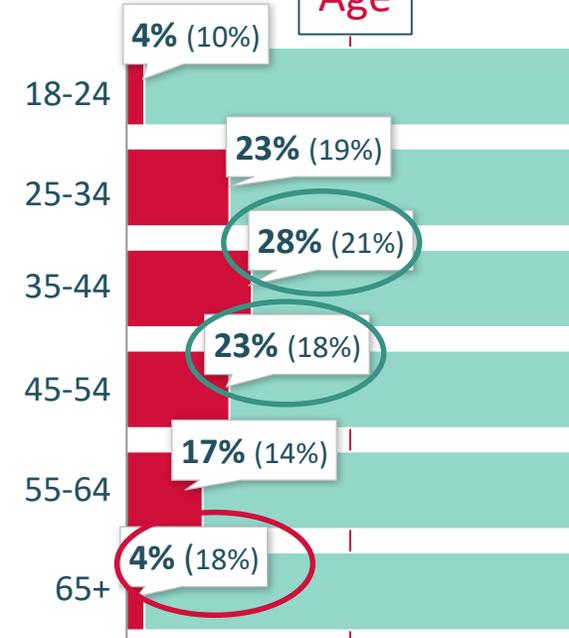
Region



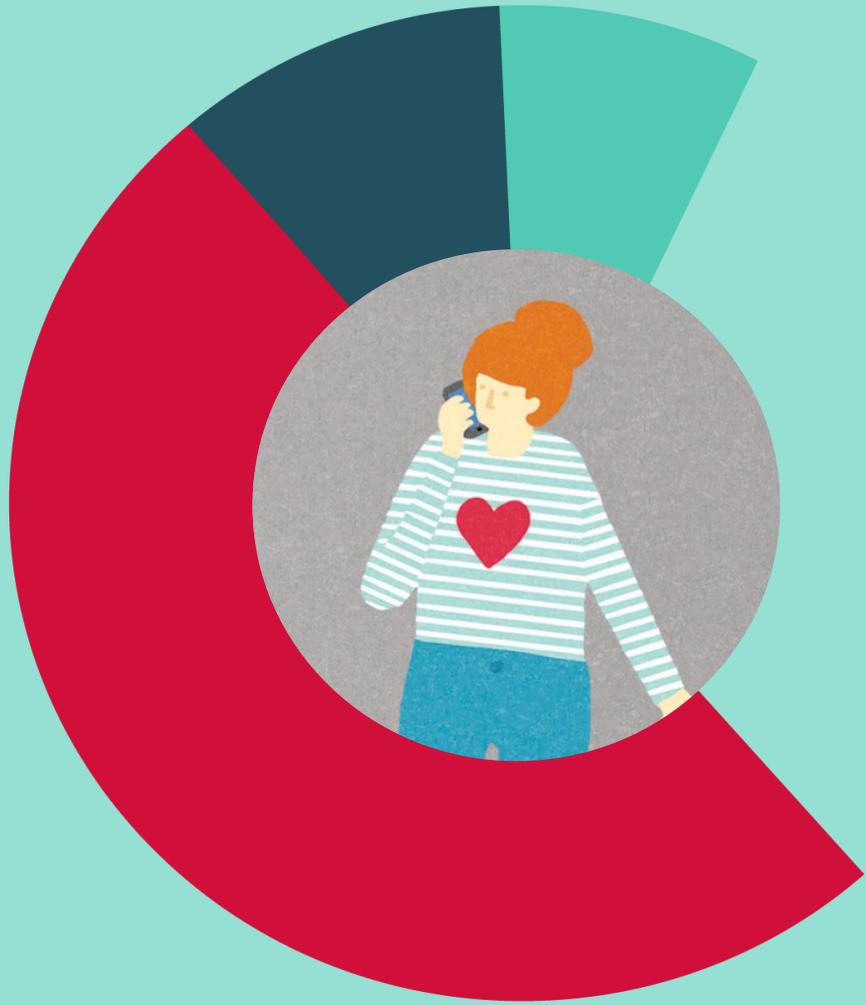
Social Class



Age



There are even higher proportions of males, higher social grades, and 35-54 year olds amongst those working full time and an even greater disparity with the national population.

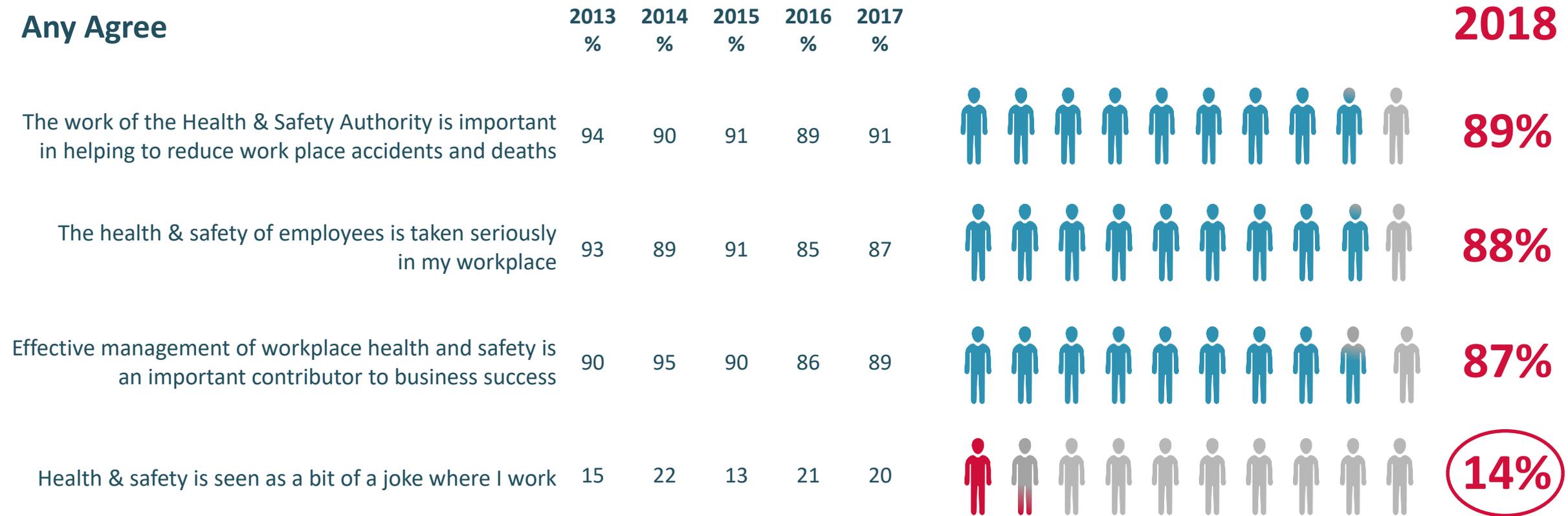


Attitudes To Workplace Health & Safety

Attitudes To Workplace Health And Safety – Level Of Agreement

(Base: All Adults Aged 18+ Working Full or Part Time – 627)

Q.1 How strongly do you agree with the following statements?



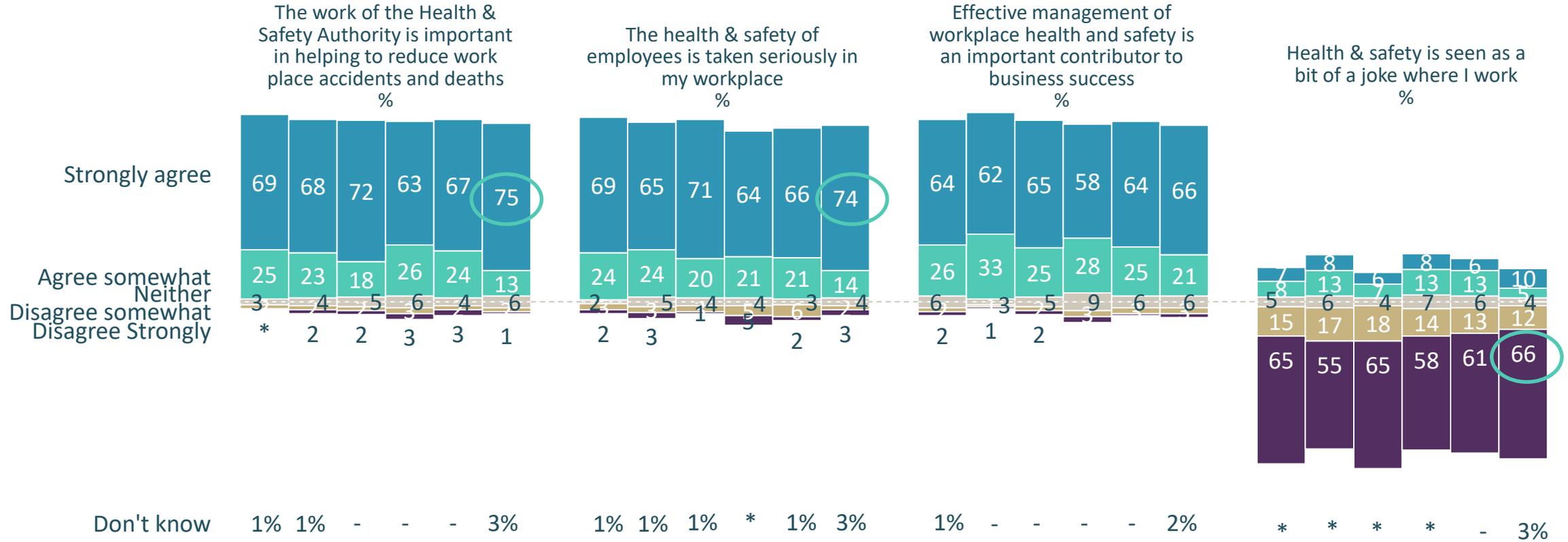
With regard to workplace health & safety attitudes, full and part time workers are significantly less likely than last year to think that health & safety is seen as a bit of a joke. Other attitudes remain relatively steady, with nearly 9 in 10 agreeing that the H.S.A.'s work is important, that health & safety is taken seriously, and that effective management is a contributor to business success.

Attitudes To Workplace Health And Safety

(Base: All Adults Aged 18+ Working Full or Part Time – 627)



'13 '14 '15 '16 '17 '18



Any Agree %

Total Working	94	90	91	89	91	89	93	89	91	85	87	88	90	95	90	86	89	87	15	22	13	21	20	14
Working Full Time	93	90	91	89	89	88	94	89	92	85	88	89	90	94	92	85	89	87	16	21	13	19	20	12
Working Part Time	95	90	88	88	98	91	90	89	87	85	86	84	91	97	85	89	92	88	14	24	16	28	21	23

Working adults are more likely to “agree strongly” this year about the importance of the H.S.A., that health and safety is taken seriously in the workplace, and also on their disagreement that health & safety being seen as a bit of a joke where they work. Full time workers are behind the drop in agreement with health and safety being seen as a joke, which is good news as these are the core employees in the workforce.



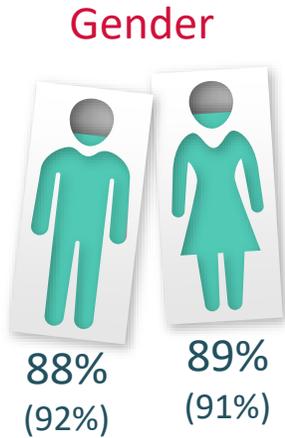
Agreement To – The Work Of The Health And Safety Authority.....

(Base: All Adults Aged 18+ Working Full or Part Time – 627)

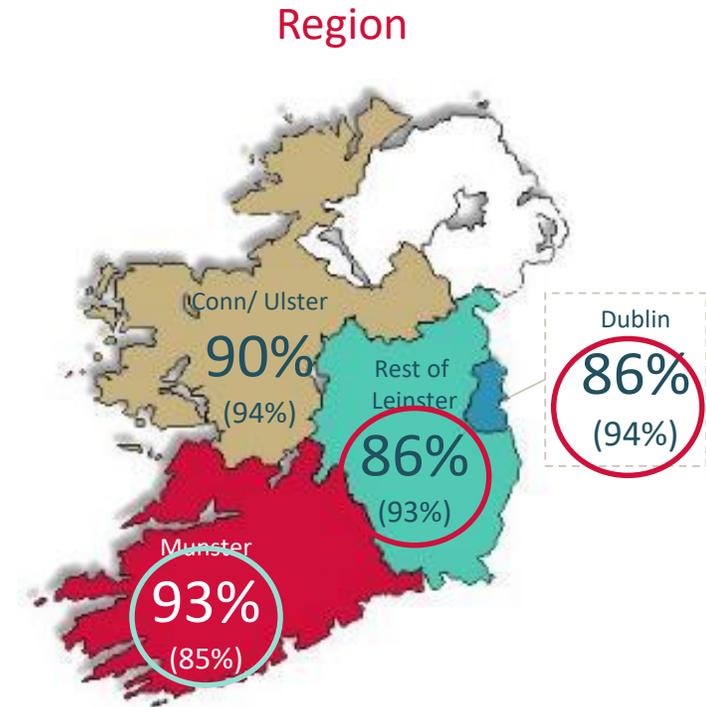
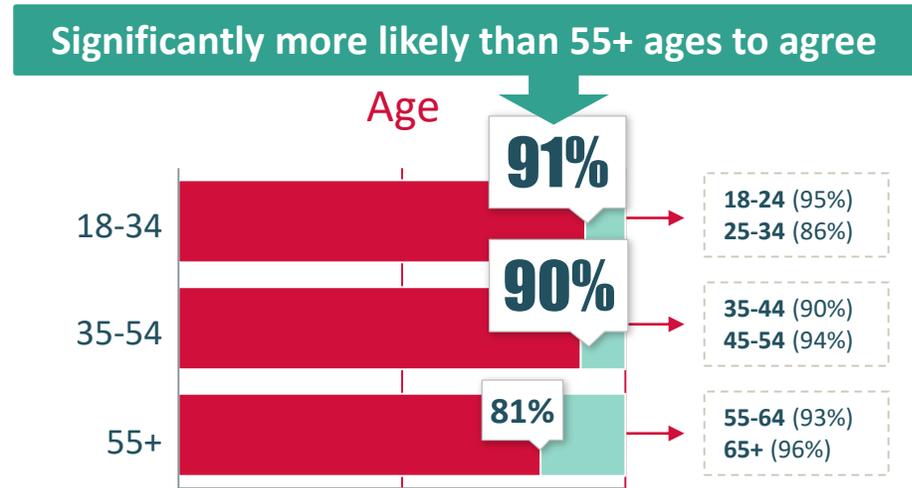
Q1. How strongly do you agree with the following statements?

() = 2017 data

89% (91%) Agree that the work of the Health & Safety Authority is important in helping to reduce workplace accidents and deaths



**All farmers now classed as lower social grade



From 2017 to 2018, there were significant changes in agreement at a regional level, with Munster higher and Dublin and ROL lower. 18-54 year olds are more likely than 55+ ages to recognize the importance of the H.S.A. in reducing workplace accidents and deaths. Why might workers aged 55+ place more importance elsewhere?

Agreement To – The Seriousness of Employee Health And Safety

(Base: All Adults Aged 18+ Working Full or Part Time – 627)

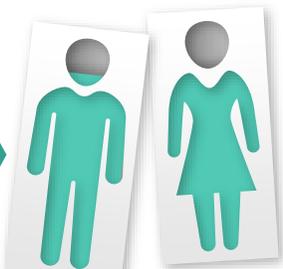
Q1. How strongly do you agree with the following statements?

() = 2017 data

88% Agree that the Health & Safety of employees is taken seriously in their workplace
(87%)

Gender

Significantly more likely than women to agree



91% (89%)
82% (85%)

Social Class

Higher Social Grade: **88% (87%)

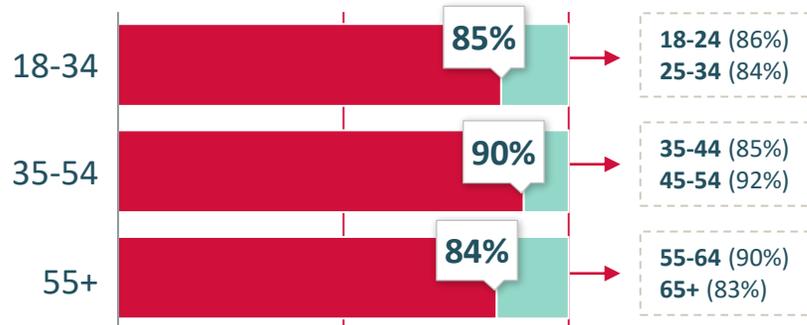


Lower Social Grade: **87% (88%)

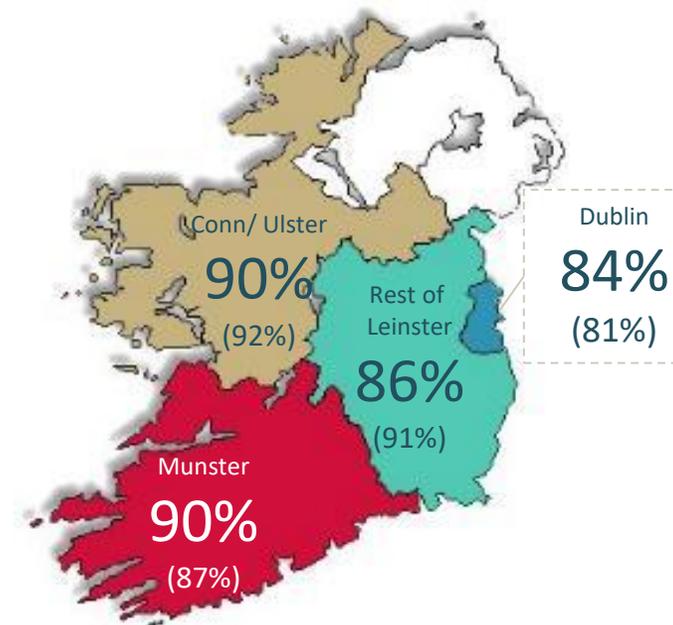


**All farmers now classed as lower social grade

Age



Region



Compared to 2017, there has been no significant changes demographically, although the gender disparity is now significant in 2018. Men are significantly more likely than women to feel that workplace health and safety is taken seriously, suggesting the need for employers to better address workplace health and safety concerns of women.

Agreement To – Effective Management of Health And Safety

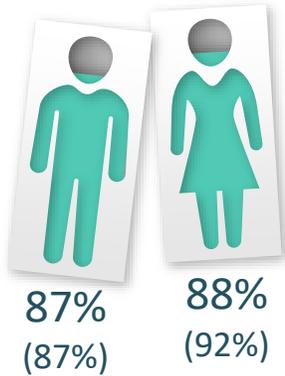
(Base: All Adults Aged 18+ Working Full or Part Time – 627)

Q1. How strongly do you agree with the following statements?

() = 2017 data

87% (89%) Agree that effective management of workplace Health & Safety is an important contributor to business success

Gender



Social Class

Higher Social Grade: **86% (89%)

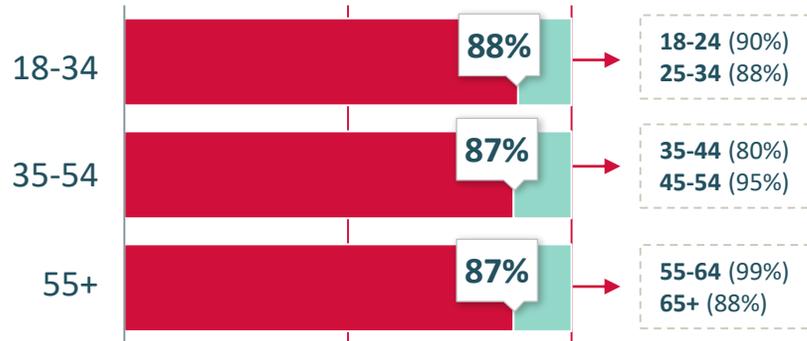


Lower Social Grade: **89% (90%)

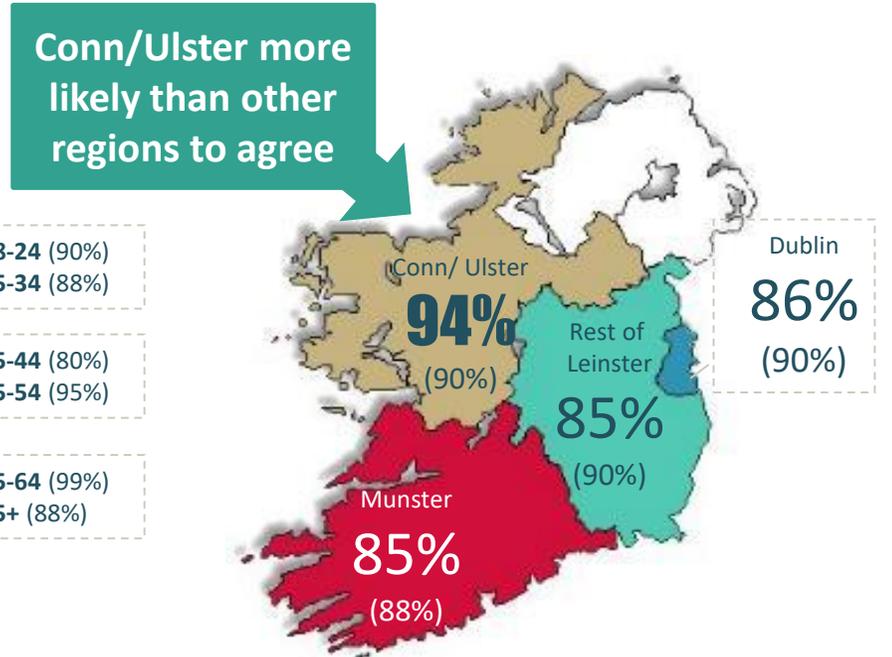


**All farmers now classed as lower social grade

Age



Region



With regard to agreement on the importance of effective health & safety management, those in Conn/Ulster are significantly more likely than any other region to agree. This highlights the need to better communicate the link between safety and business success in the Dublin, ROL, and Munster regions.



Agreement To – Health & Safety Being Seen As A Joke

(Base: All Adults Aged 18+ Working Full or Part Time – 627)

Q1. How strongly do you agree with the following statements?

() = 2017 data

Gender

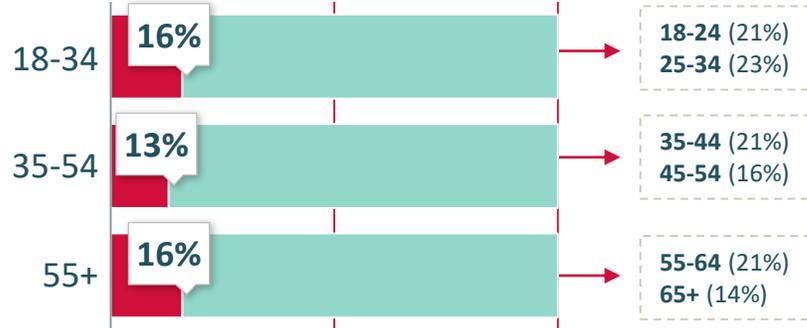


15%
(19%)

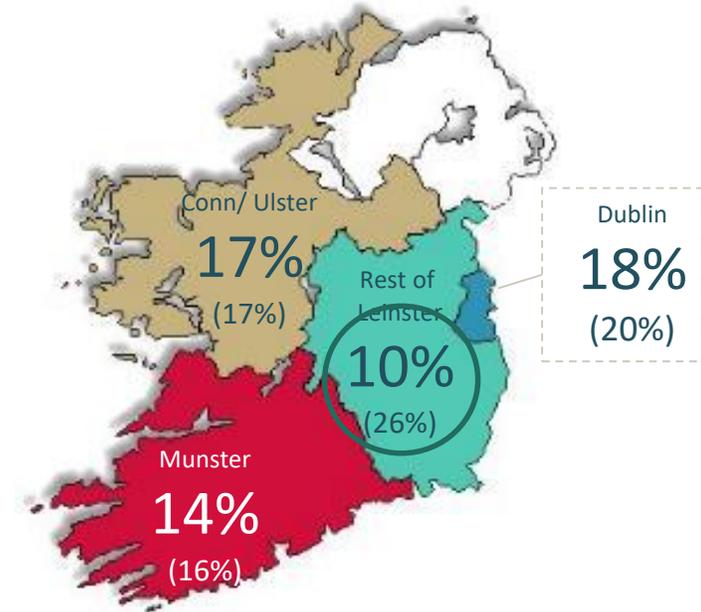
14%
(21%)

14% Agree that Health & Safety is seen as a bit of a joke where they work
(20%)

Age



Region



Social Class

Higher Social Grade: **10% (18%)



Lower Social Grade: **19% (21%)



Significantly less likely than lower SG to agree

**All farmers now classed as lower social grade

From 2017 to 2018, there were significant declines (positive) with females, higher social grades, and in the ROL region. Higher social grades are significantly less likely than lower social grades to agree that workplace health and safety is a bit of a joke, suggesting that – despite only 2 in 10 in lower SG agreeing – there is more room for improvement with businesses employing blue collar workers.



Knowledge Of Health & Safety Risks In The Workplace

Knowledge of Health & Safety Risks In The Workplace

(Base: All Adults Aged 18+ Working Full or Part Time – 627)

Q2. Regarding Health & Safety risks in your workplace, how well informed do you consider yourself to be?



95%

Of the working Irish Population consider themselves to be well informed regarding the health and safety risks in their workplace

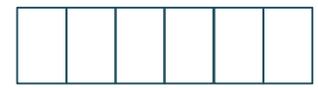
(94% – 2017)
(91% – 2016)
(94% – 2015)
(93% – 2014)
(96% – 2013)

= 1,866,037

Irish Adults aged 18+ working

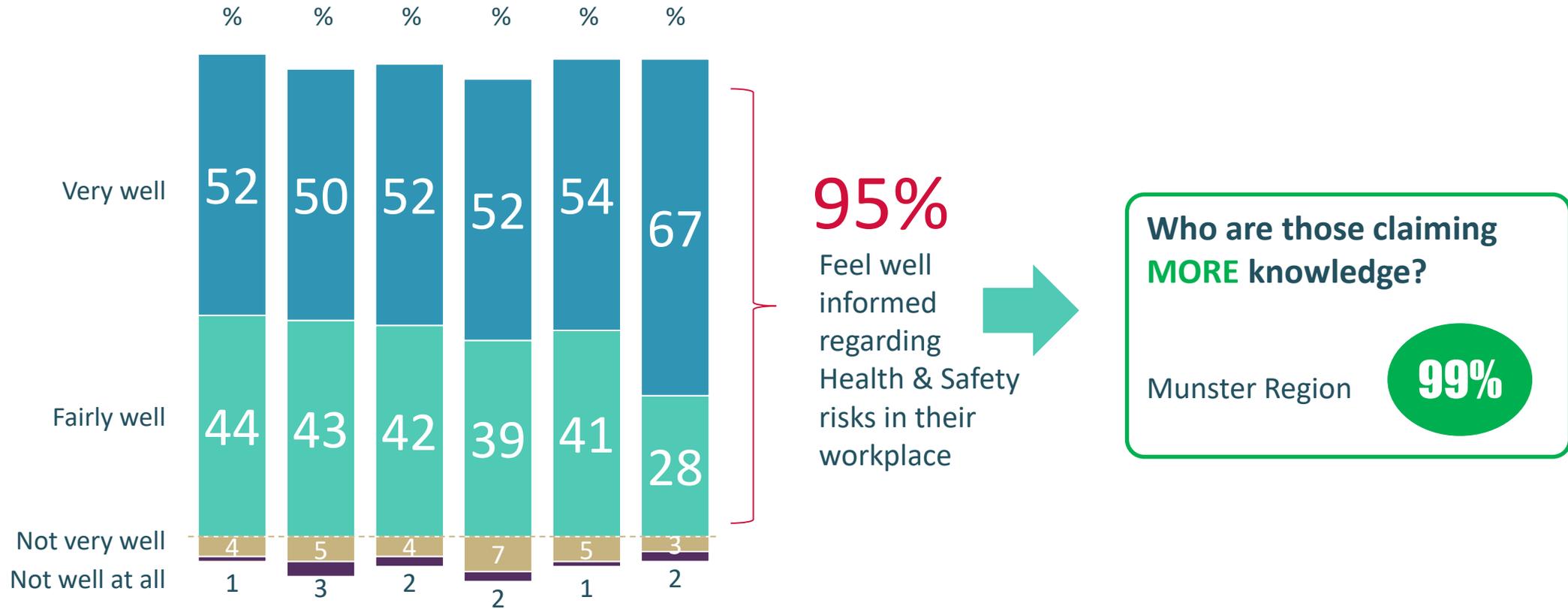
Breakdown of Knowledge

(Base: All Adults Aged 18+ Working Full or Part Time – 627)



'13 '14 '15 '16 '17 '18

Q2. Regarding Health & Safety risks in your workplace, how well informed do you consider yourself to be?



Over 9 in 10 feel well-informed regarding Health & Safety in their workplace, with this being especially prevalent in the Munster region.

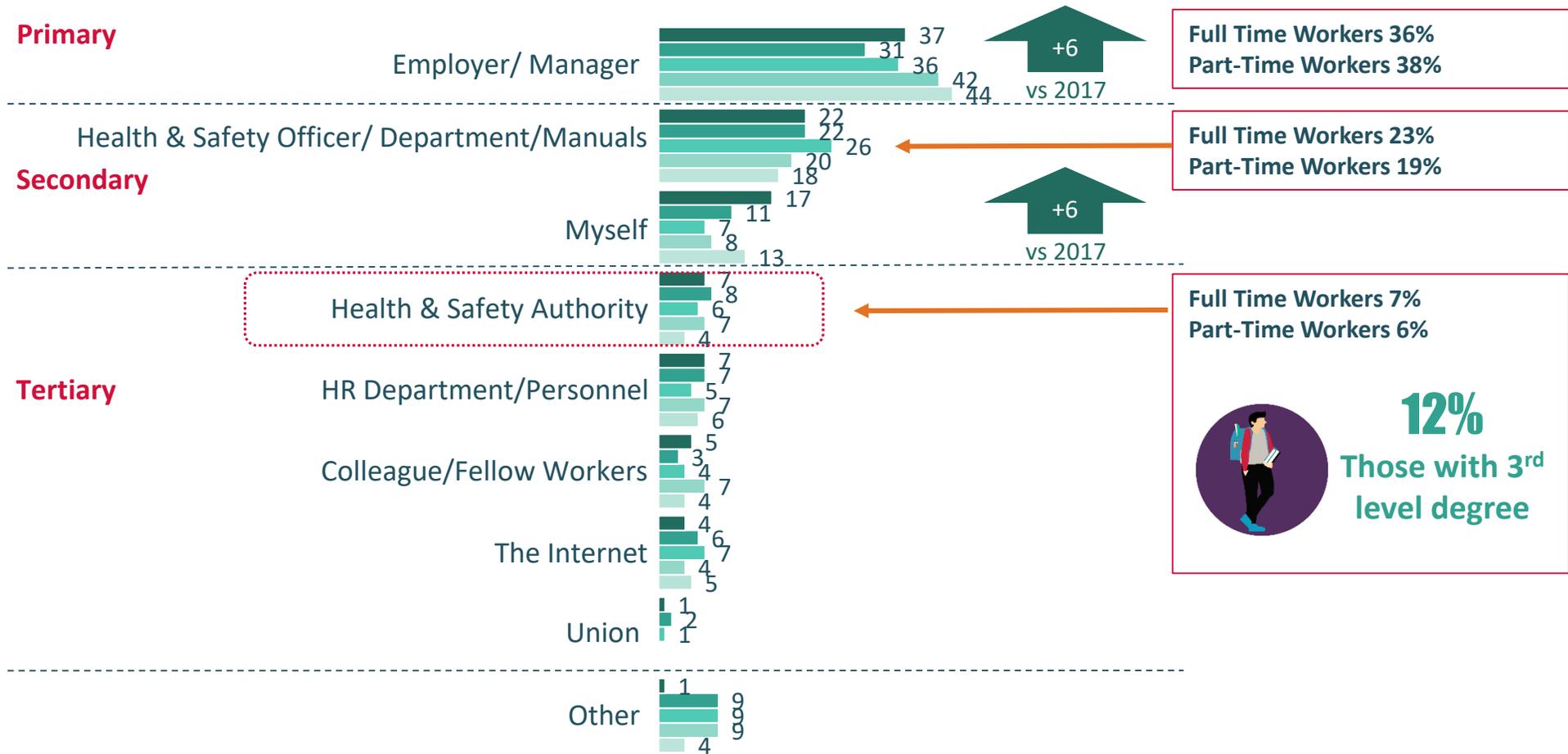
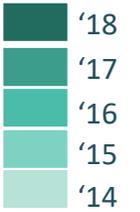


Main Information Source

Main Source Of Information Workplace Health And Safety Issues

(Base: All Adults Aged 18+ Working Full or Part Time – 627)

Q.3 Who is your main source for information about workplace Health & Safety issues?



For workplace Health and Safety issues, workers are still significantly more likely to go to their employer for information than any other source of information. This is more prevalent this year and on par with 2016. That being said, we are seeing a continued trend in self-reliance for information. 3rd Level graduates are significantly more likely than other groups to rely on the H.S.A. for their information.



Employer/ Manager Information Source Usage by key groups

(Base: All Adults Aged 18+ Working Full or Part Time – 627)

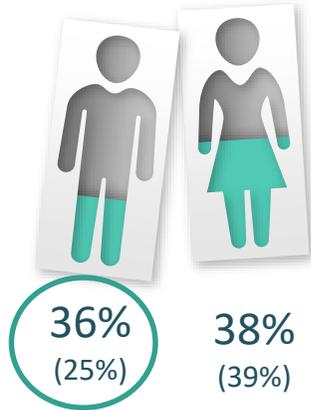
Q.3 Who is your main source for information about workplace Health & Safety issues?

() = 2017 data

37% See their Employer/ Manager as their main source for information on workplace Health and Safety Issues

(31%)

Gender



Social Class

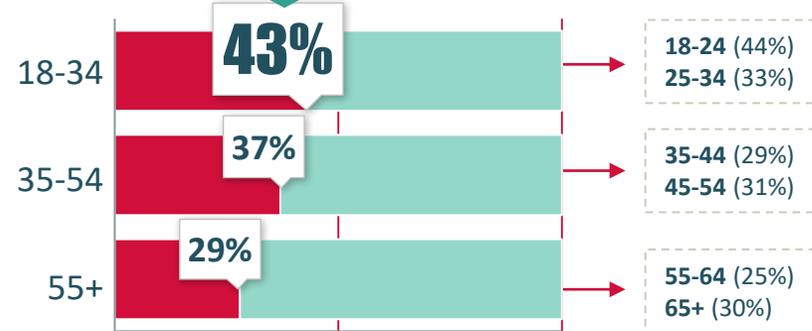
**Higher Social Grade: 33% (33%)



**Lower Social Grade: 40% (28%)



Age
18-34's significantly more likely than 55+ ages to cite their Employer Manager as primary source



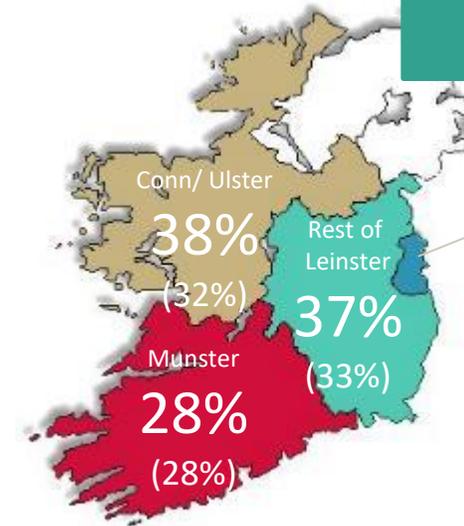
Working Status



Full Time 36% (27%)

Part Time 38% (44%)

Region



Dublin region more likely than Munster to cite Employer Manager

Dublin 44% (32%)

**All farmers now classed as lower social grade

The increase since 2017 was driven mainly by an increase amongst males, lower social grades, and full time workers, with greatest disparity between youngest and oldest age groups, Dublin and Munster, as well as Full and Part Time workers. There are strong indications that as one's age increases, there is less of a reliance on one's employer/manager for this information.

**THANK
YOU**

REDC