

# MORI

## Attitudes to Health and Safety: a quantitative study of stakeholder opinion: Debrief



Health & Safety Executive

**Conducted by the MORI Social Research Institute  
for the Health and Safety Executive**

**Presented by Gary Welch**

- Methodology
- 1) Perceptions of risk and understanding of health and safety
- 2) Responsibility for health and safety
- 3) The HSE's image
- Conclusions

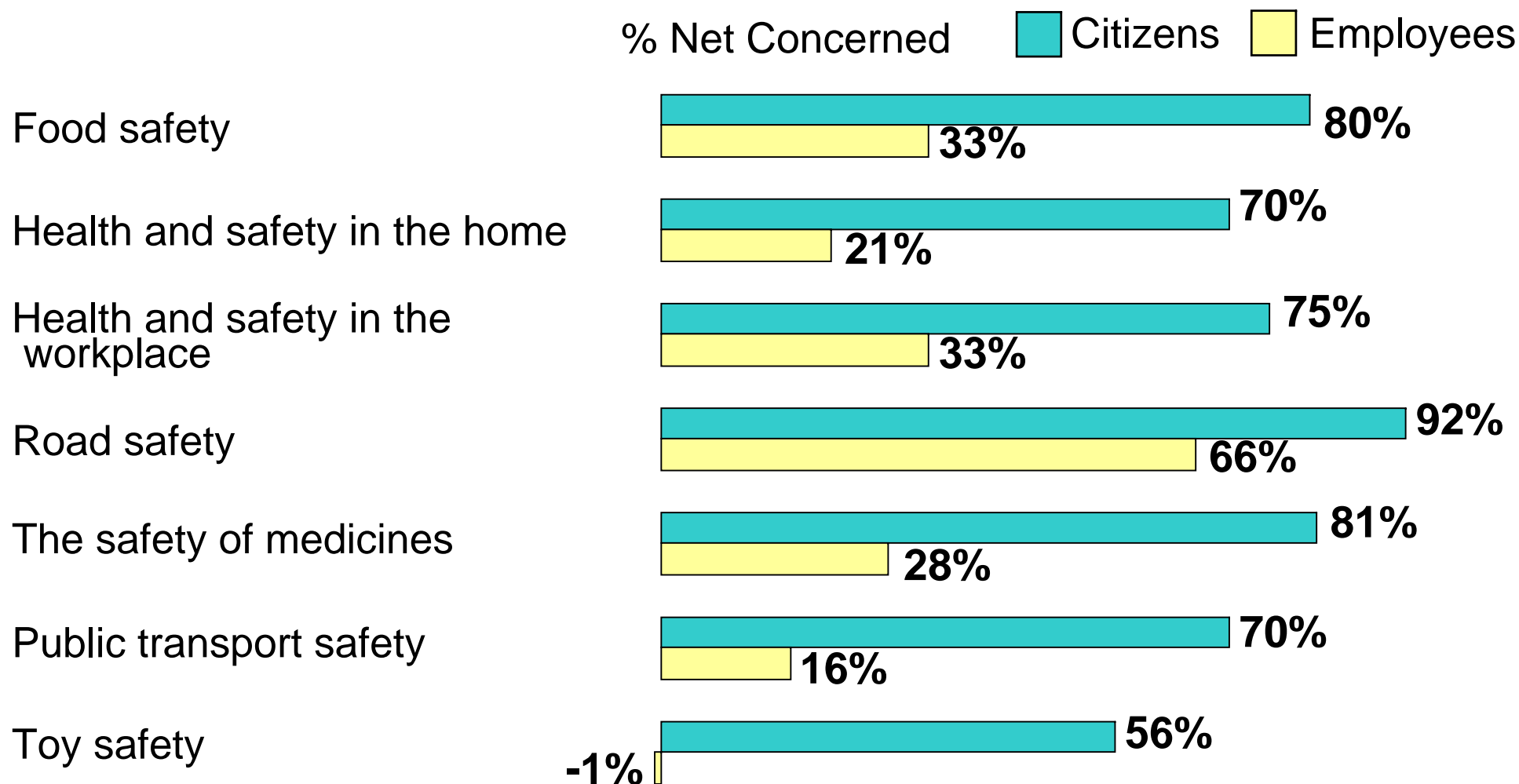
- Citizens' survey – 1,000 interviews with adults across the UK, on MORI's telephone omnibus study, conducted 28-31 January 2005
- Employees' survey – 2,009 interviews with working adults across the UK, conducted by telephone 7 January – 13 February 2005
- Employers' survey – 506 interviews with senior staff responsible for health and safety in businesses throughout the UK, conducted by telephone between 10 January – 14 February 2005. The sample was stratified:
  - 303 interviews with businesses with under 50 employees
  - 103 interviews with businesses with between 50-250 employees
  - 100 interviews with businesses with over 250 employees
- CEOs' survey – 202 interviews with CEOs, MDs, owners/ partners and other very senior staff. The sample was stratified:
  - 100 interviews with businesses with 50-250 employees
  - 102 interviews with businesses with over 250 employees

# Perceptions of Risk and Understanding of Health and Safety

# General Concern - Food Safety to Toy Safety - prompted

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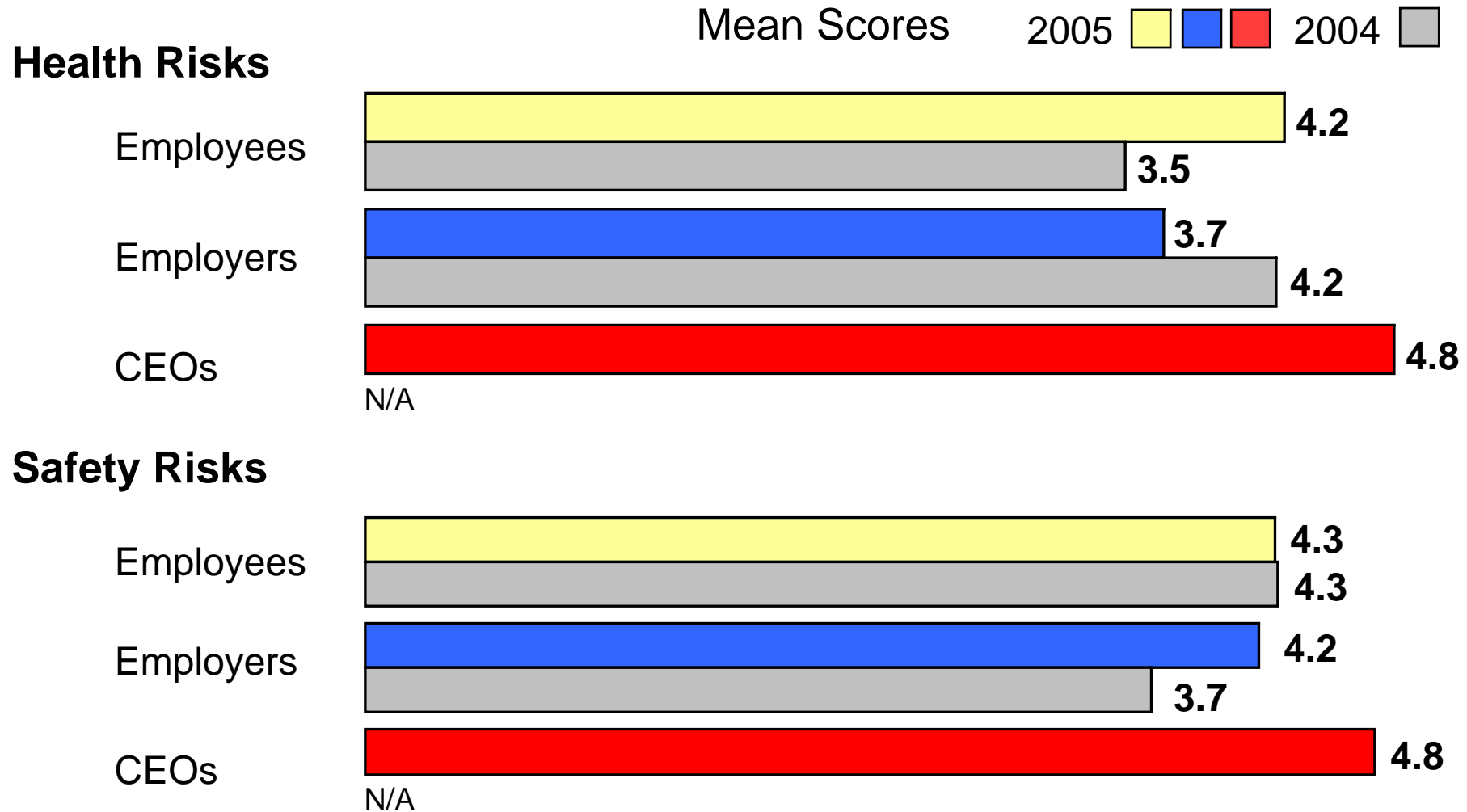
Q How concerned, if at all, are you about each?



Base: All citizens (1,012), all employees (2,009)

# Importance of different aspects of working life

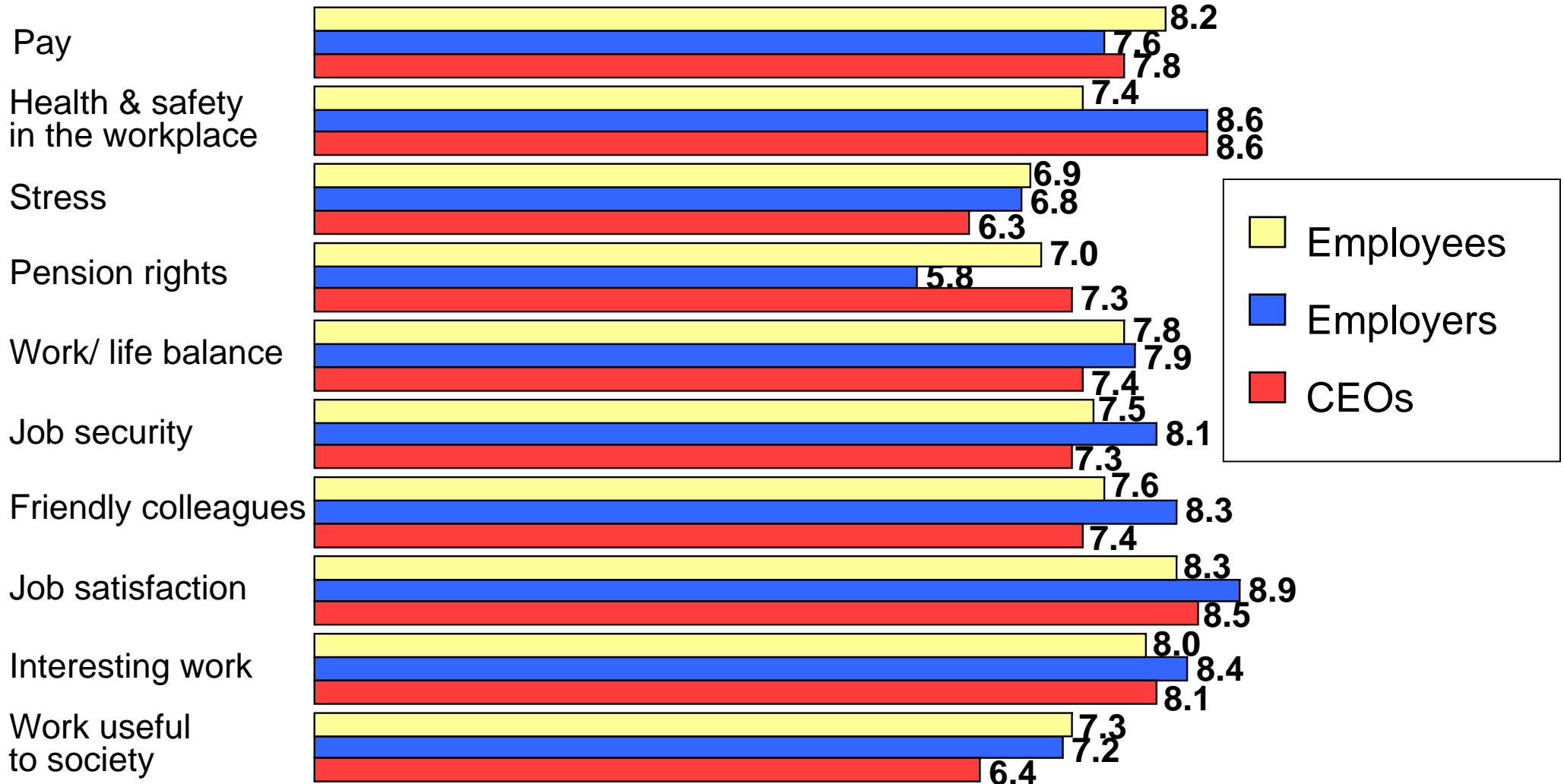
Q How would you rate the risks in your organisation?



Base: All employees (2,009), employers (506), CEOs (202)

# Importance of different aspects of working life - prompted

Q Please tell me how important, if at all, each aspect is to you...

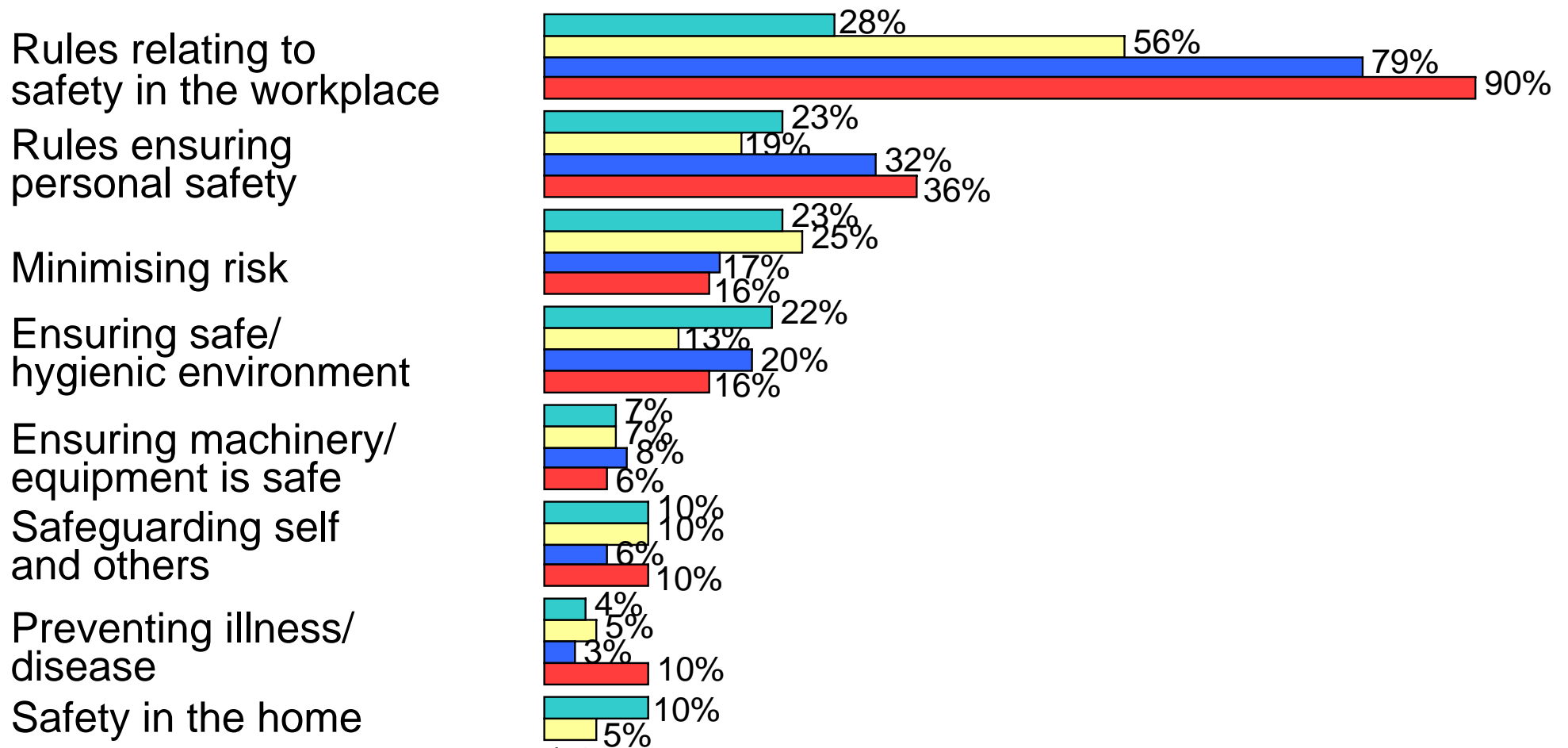


Base: All employees (2,009), employers (506), CEOs (202)

# Understanding of health and safety - unprompted

Q What do you understand by the phrase 'health and safety'?

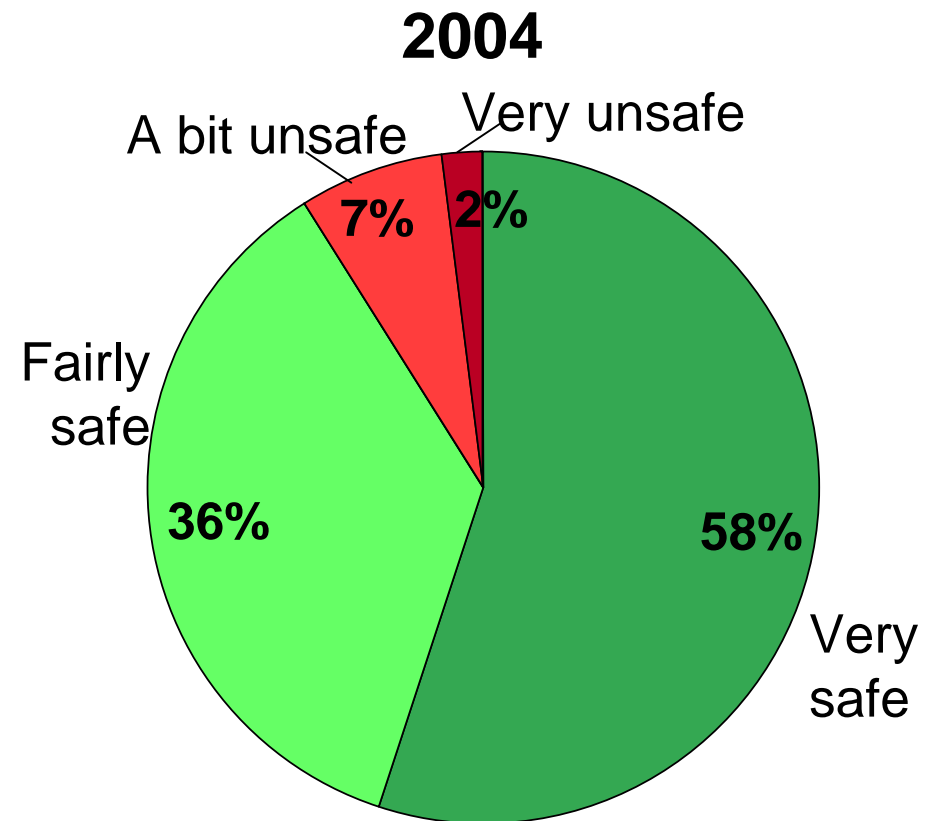
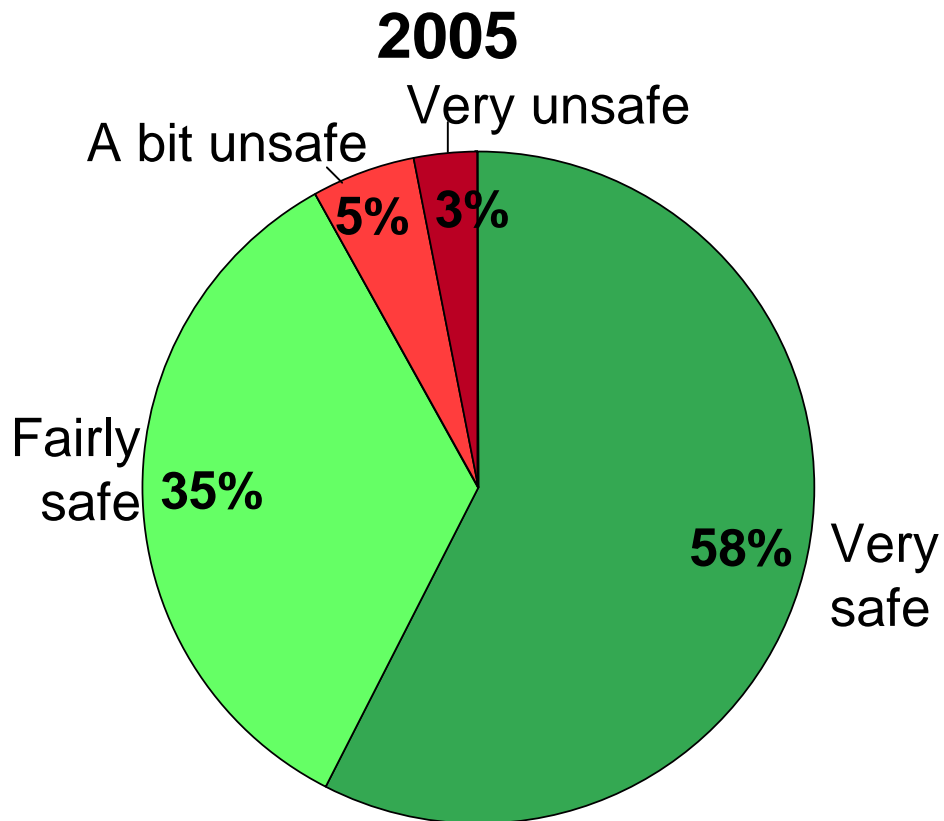
■ Citizens 
 ■ Employees 
 ■ Employers 
 ■ CEOs



Base: All citizens (1,012), all employees (2,009), all employers (506), all CEOs (202)

# Workplace safety

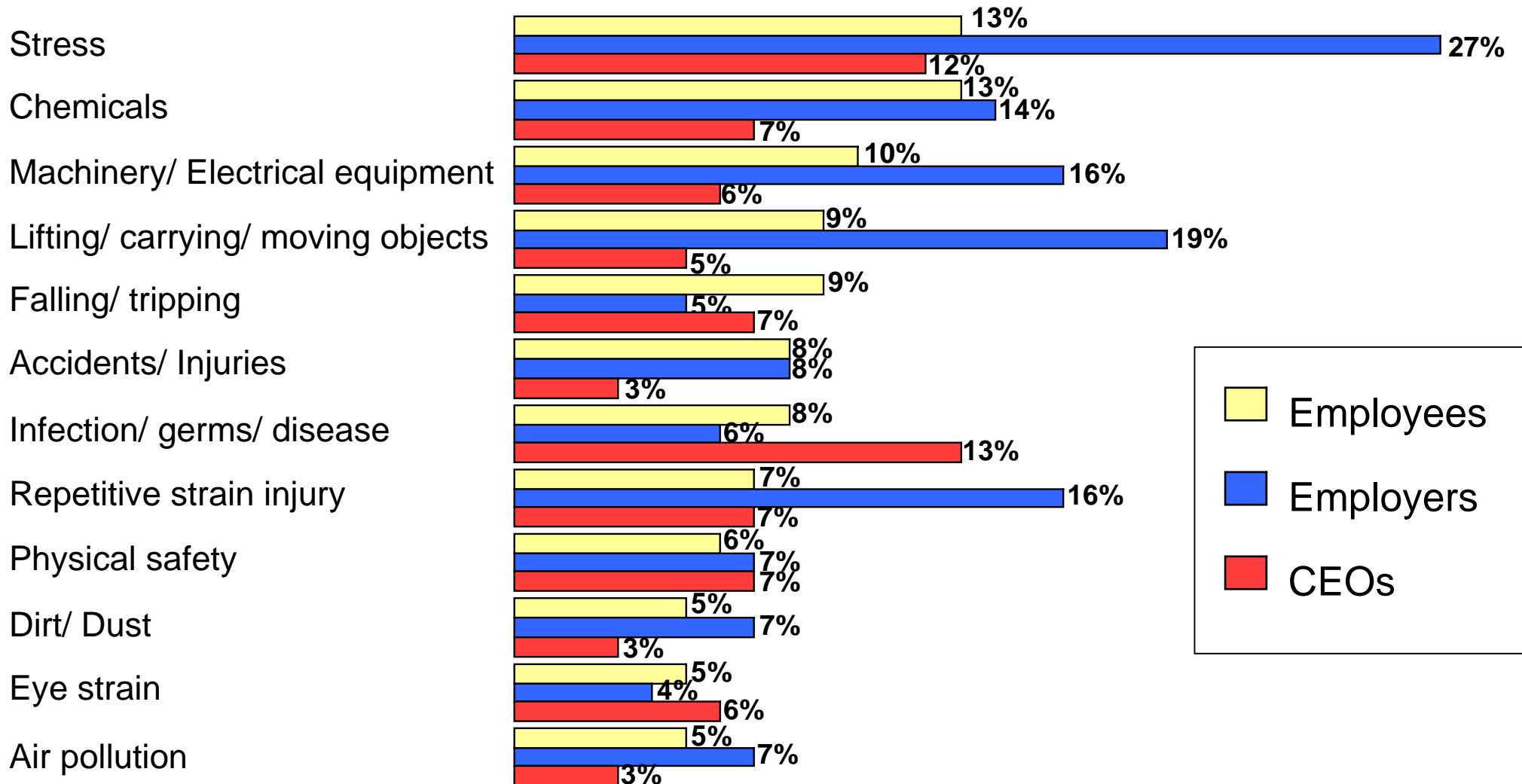
Q Generally, how safe do you feel in your workplace?



Base: All employees 2005 (2,009), 2004 (2,002)

# Workplace health risks - unprompted

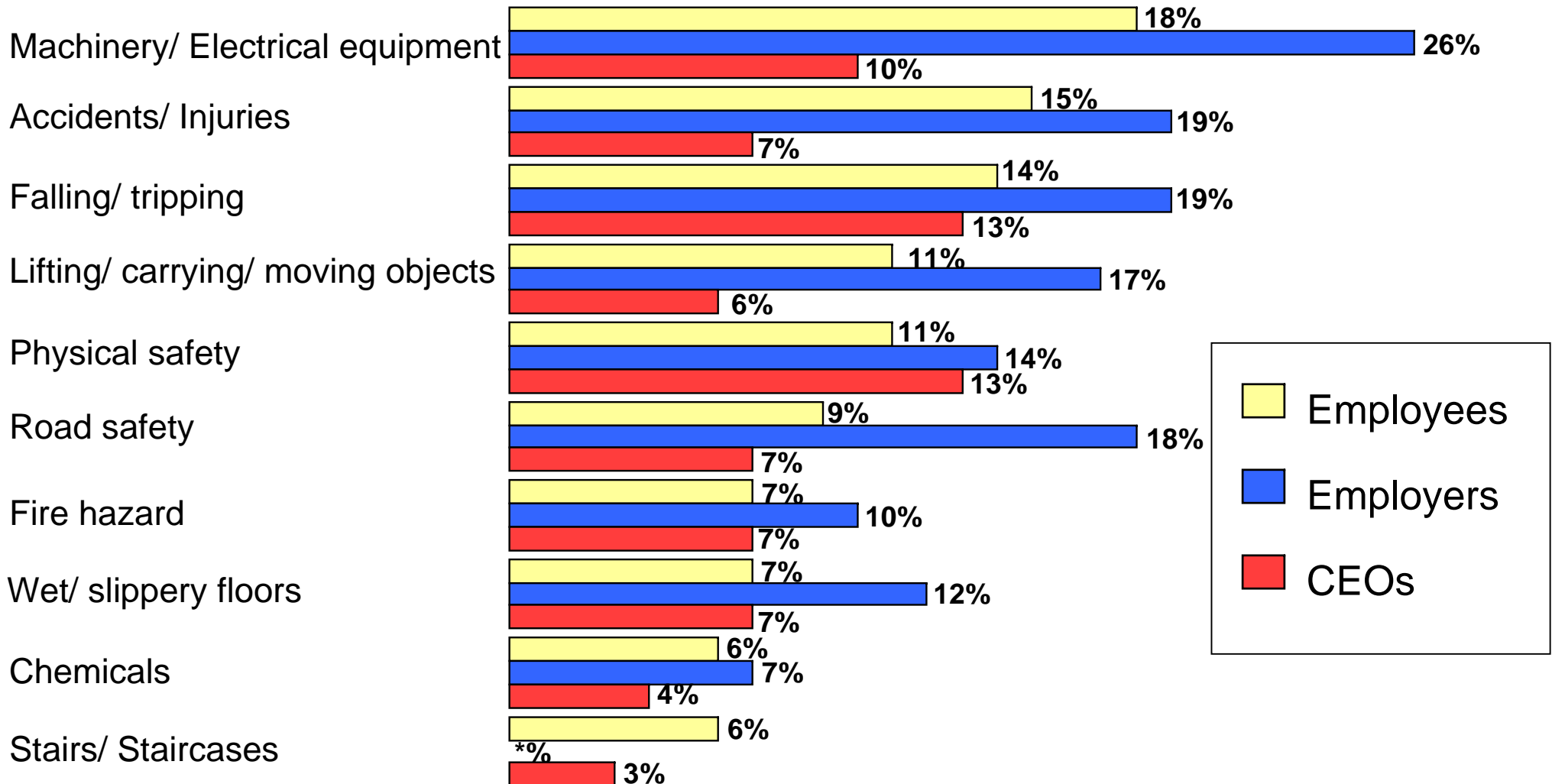
Q What are the two or three main health risks in your workplace/ organisation?



Base: All employees (2,009), all employers (506), all CEOs (202)

# Workplace safety risks - unprompted

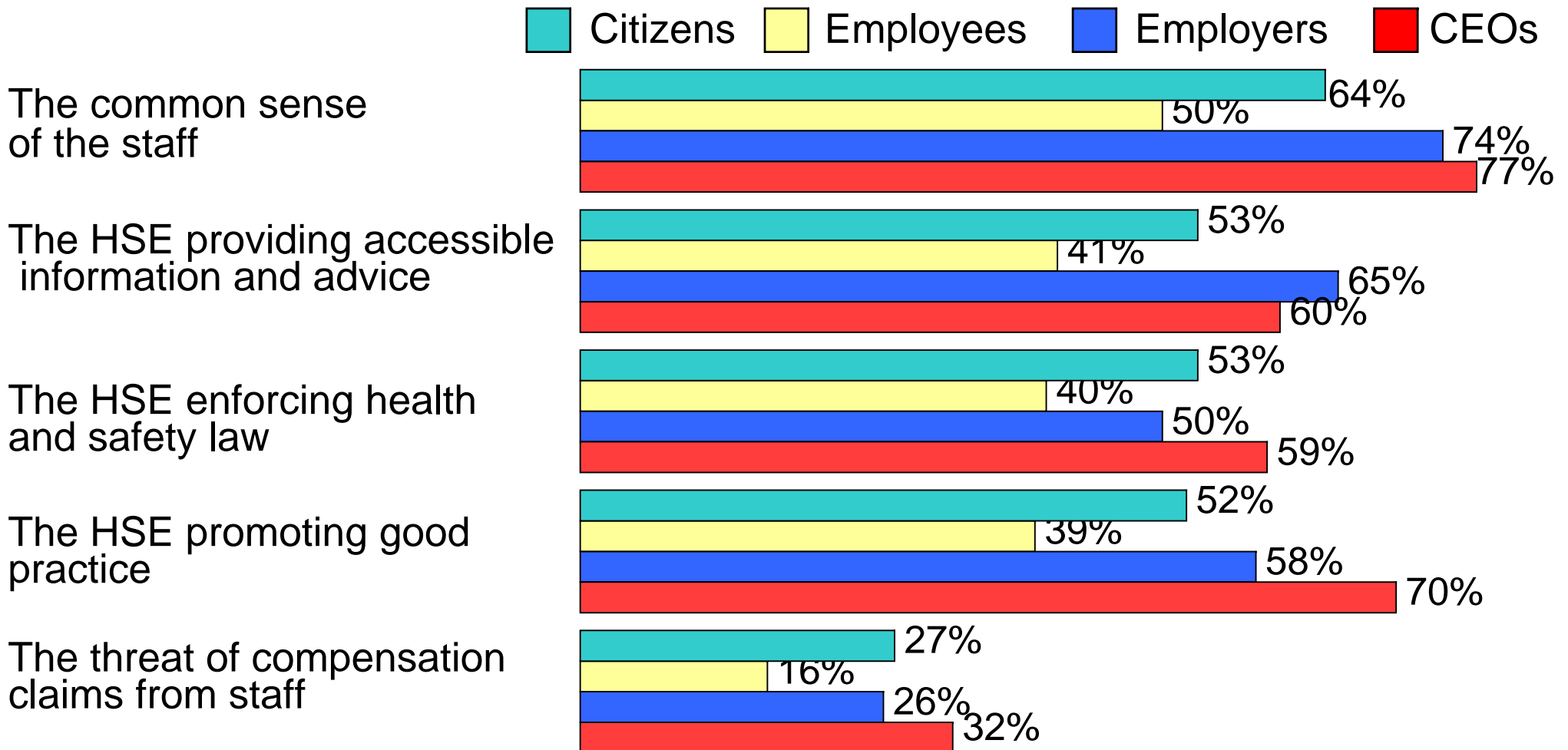
Q What are the two or three main safety risks in your workplace/ organisation?



Base: All employees (2,009), all employers (506), all CEOs (202)

# Improvements to workplace health and safety - prompted

Q Which of the items on the list do you think are most likely to help improve health and safety in the workplace?

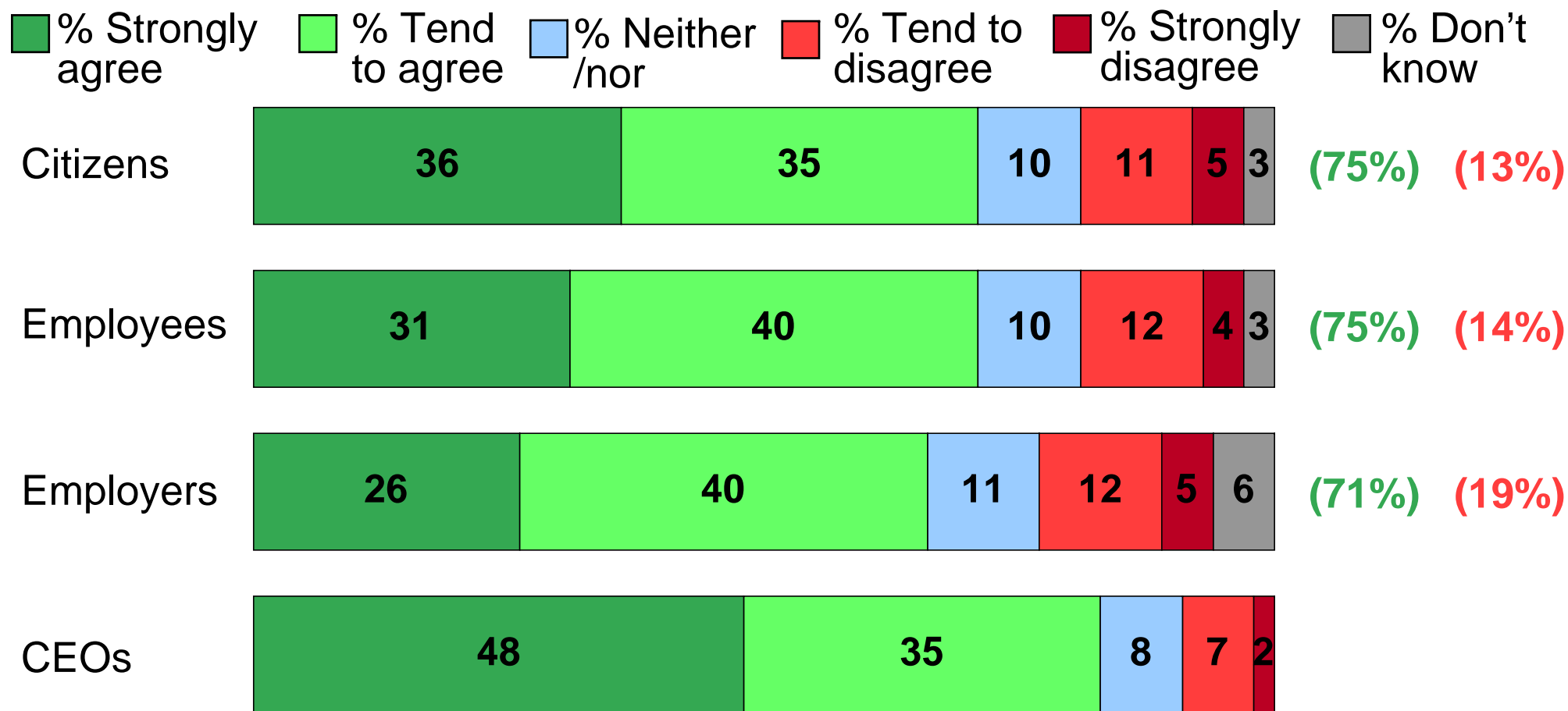


Base: All citizens (1,012), all employees (2,009), all employers (506), all CEOs (202)

# Views on if health & safety requirements are a cornerstone of a civilised society

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Q Please tell me if you agree or disagree that health and safety requirements are a cornerstone of a civilised society.

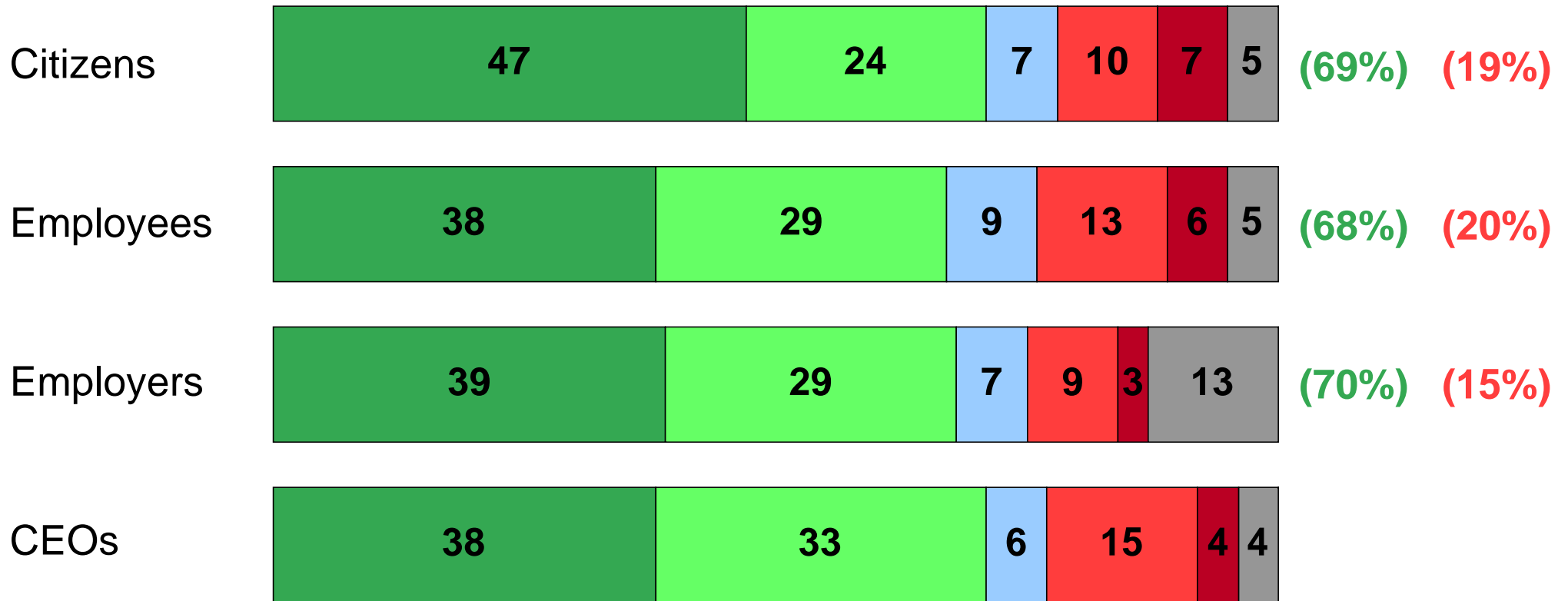


Base: All citizens (1,012), all employees (2,009), all employers (506), all CEOs (202)

# Views on whether Health and Safety compensation claims have gone too far

Q Please tell me if you agree or disagree . . . . health and safety compensation claims have gone too far.

■ % Strongly agree   
 ■ % Tend to agree   
 ■ % Neither /nor   
 ■ % Tend to disagree   
 ■ % Strongly disagree   
 ■ % Don't know

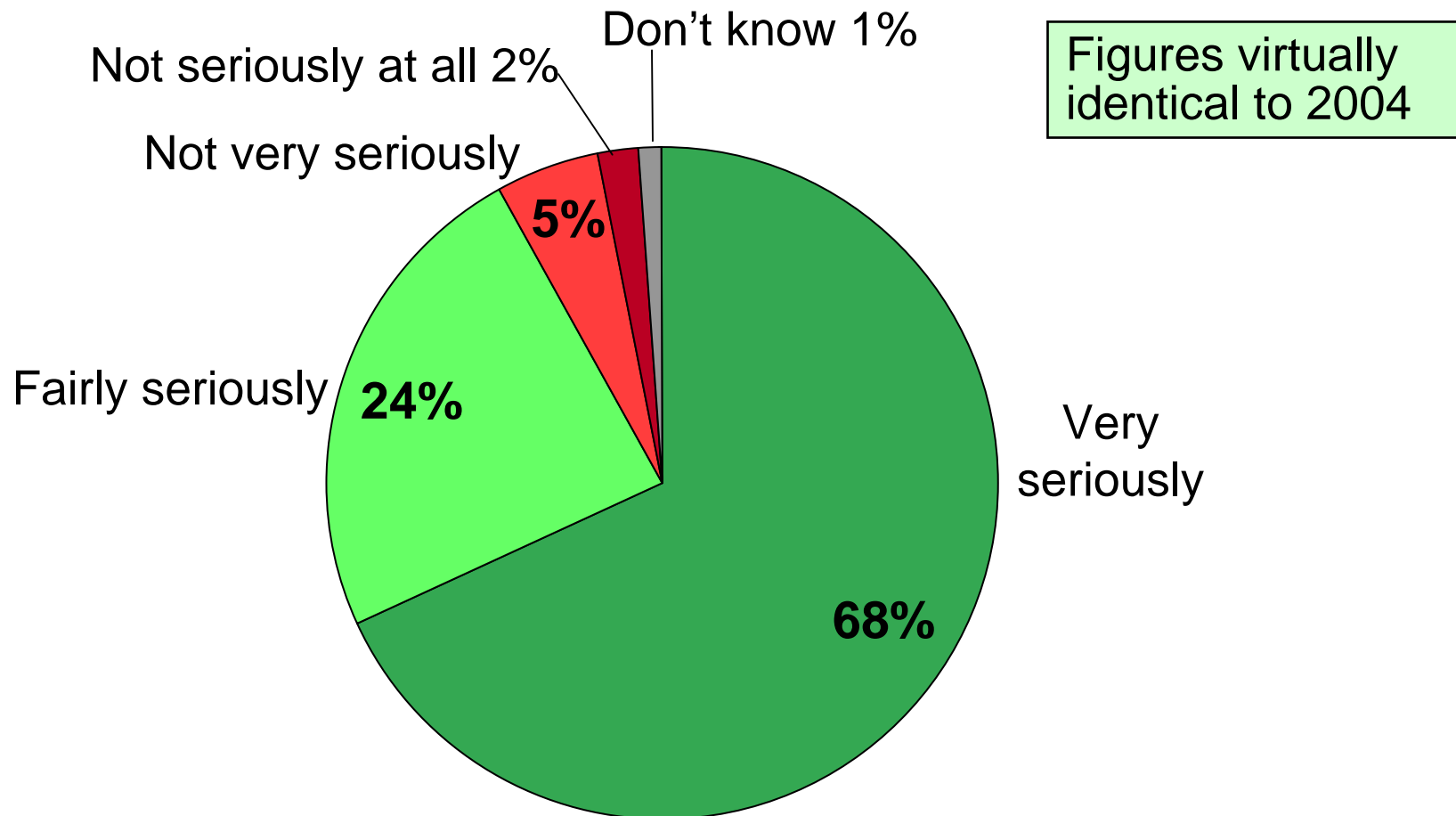


Base: All citizens (1,012), all employees (2,009), all employers (506), all CEOs (202)

# Responsibility for Health and Safety

# Employer attitudes towards health and safety

Q How seriously does your employer take health and safety issues?



Base: All employees (2,009)

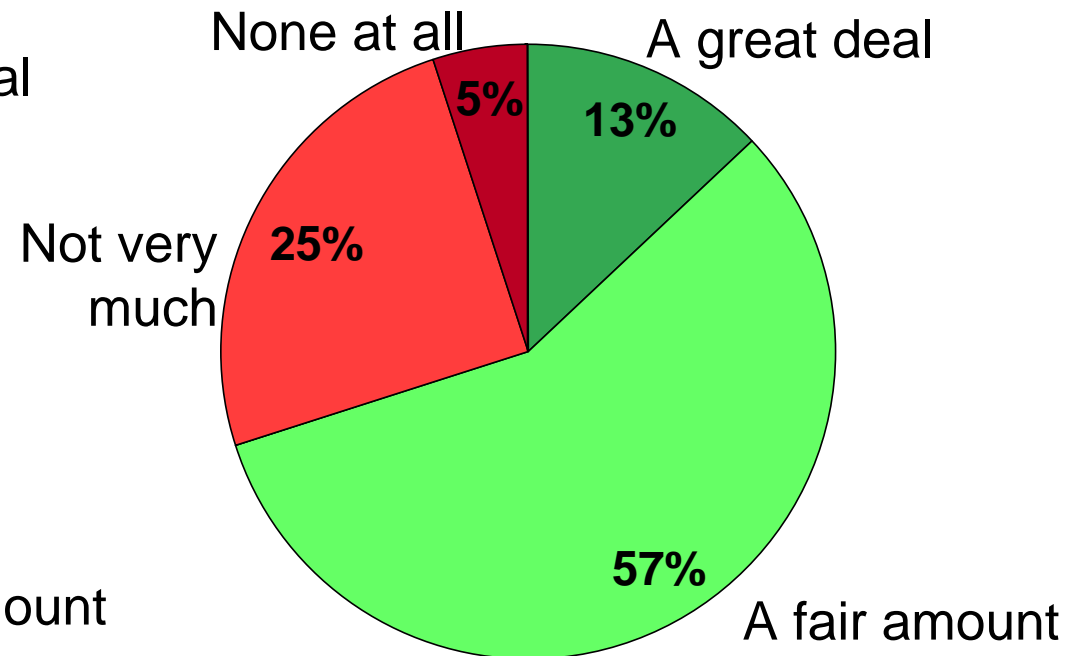
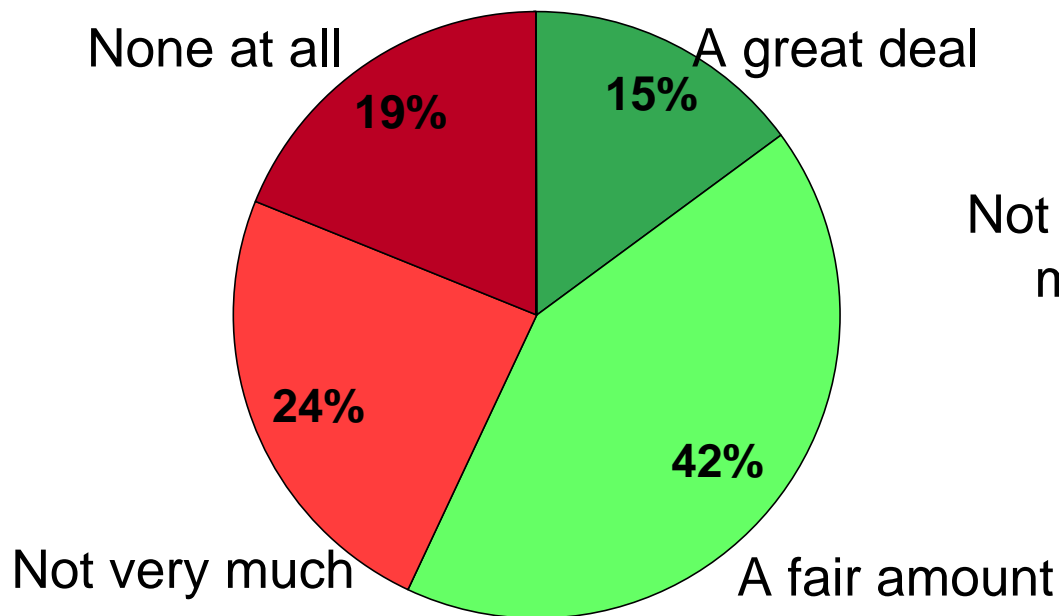
# Employer health and safety training

Q How much, if any, health and safety training have you received?

Employers' proportions similar to 2004

**Employers**

**CEOs**

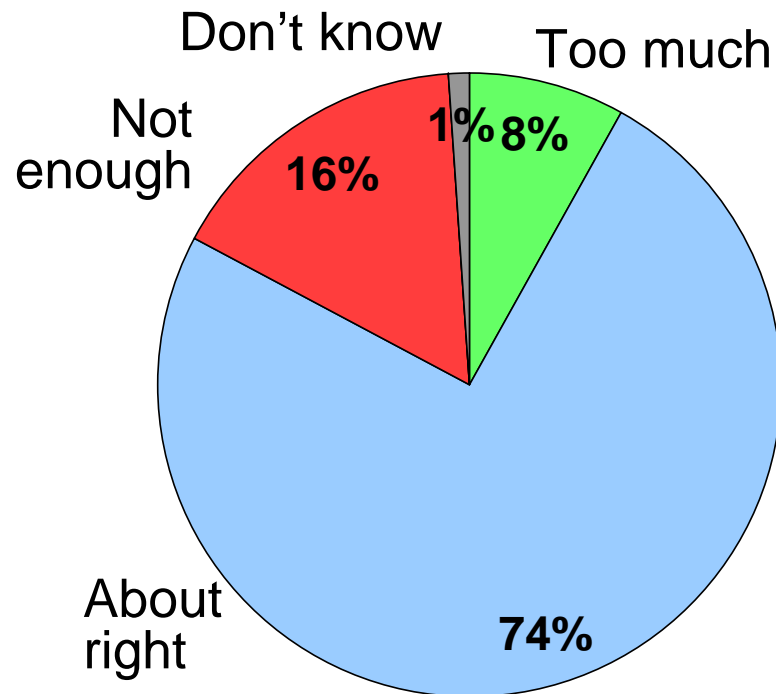


Base: All employers (506), all CEOs (202)

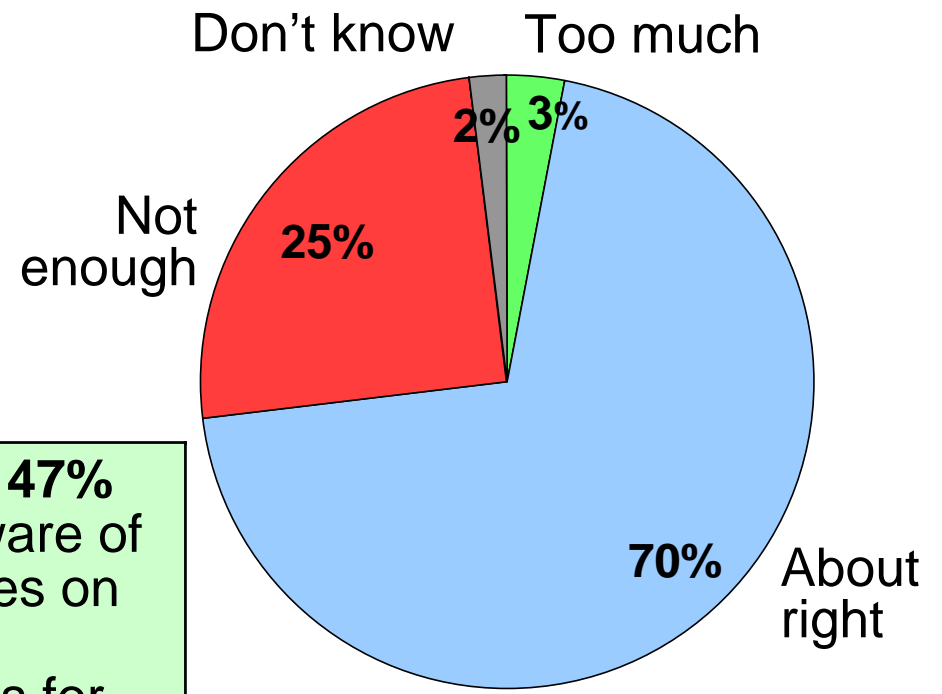
# Information and training

- Q *Do you think the amount of information you receive from your current employer about health and safety issues is . . . ?*
- Q *Do you think the amount of health and safety training you receive from your current employer is . . . ?*

**Information received**



**Training received**

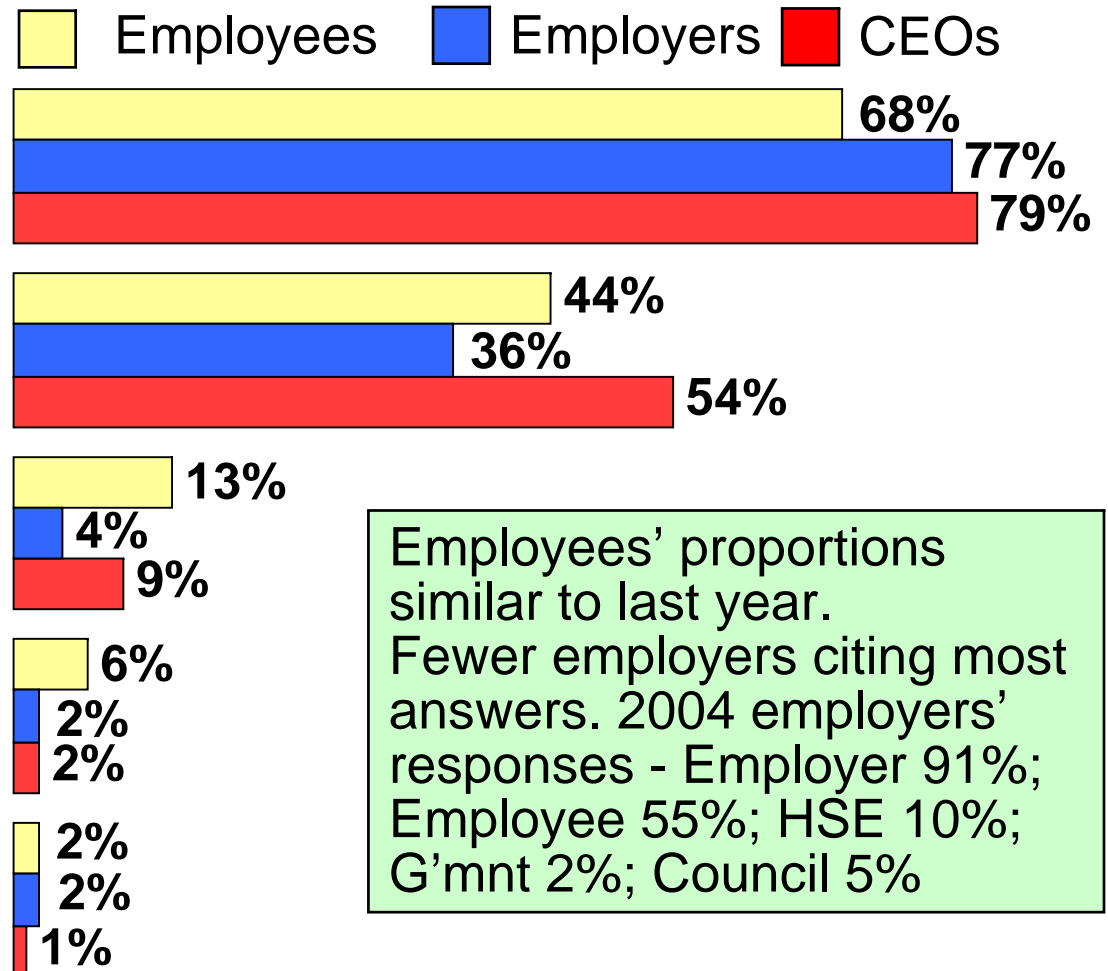


**87% CEOs & 47% employers aware of HSC guidelines on directors' responsibilities for health & safety**

Base: All employees (2,009)

# Responsibility for workplace risks - unprompted

Q *Who, if anyone, do you think is responsible for controlling health and safety risks in the workplace?*



Employees' proportions similar to last year. Fewer employers citing most answers. 2004 employers' responses - Employer 91%; Employee 55%; HSE 10%; G'mnt 2%; Council 5%

Base: All employees (2,009), all employers (506), all CEOs (202)

# Worker involvement

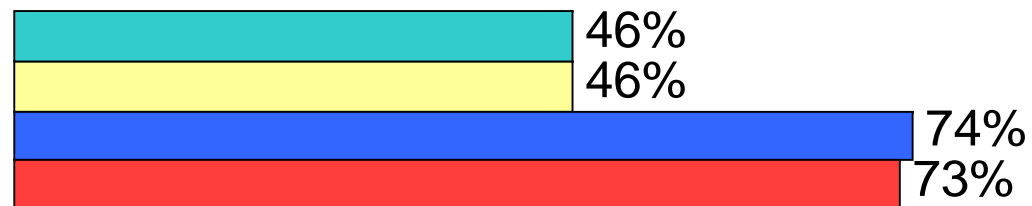
Q To what extent do you agree or disagree that....?

■ Citizens 
 ■ Employees 
 ■ Employers 
 ■ CEOs

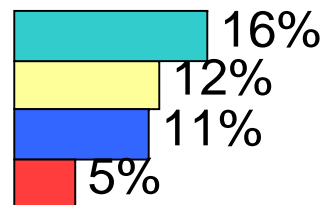
Workers should be involved in taking decisions about health and safety at work



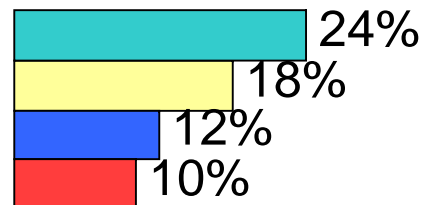
I would personally like to get more involved with health and safety at work/  
I would like to involve workers more in decisions about health and safety at work



Health and safety is a matter for employers and not employees



If I was seen to be promoting health and safety in the workplace, I would go down in my colleagues' estimation

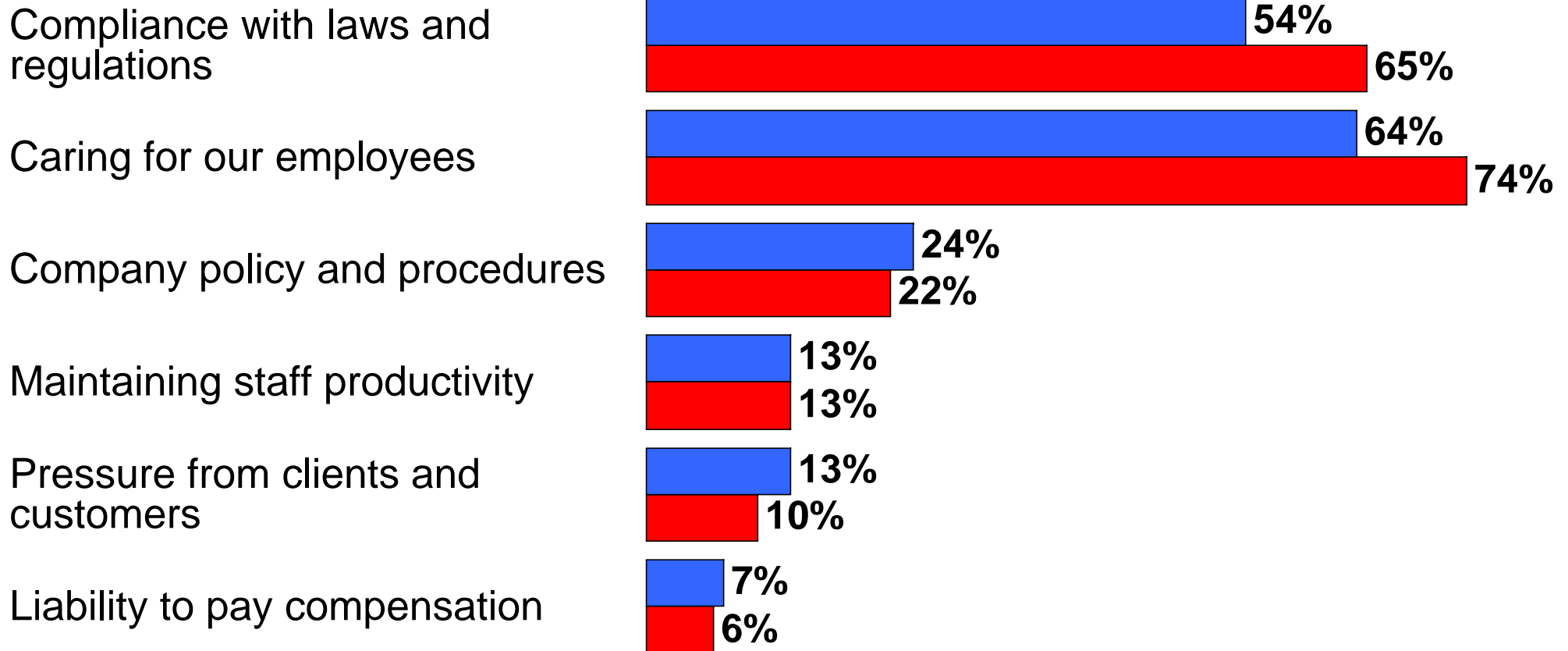


Base: All citizens (1,012), all employees (2,009), all employers (506), all CEOs (202)

# Health and safety considerations for employers - prompted

Q Which are the two most important considerations for you as an employer?

Employers CEOs



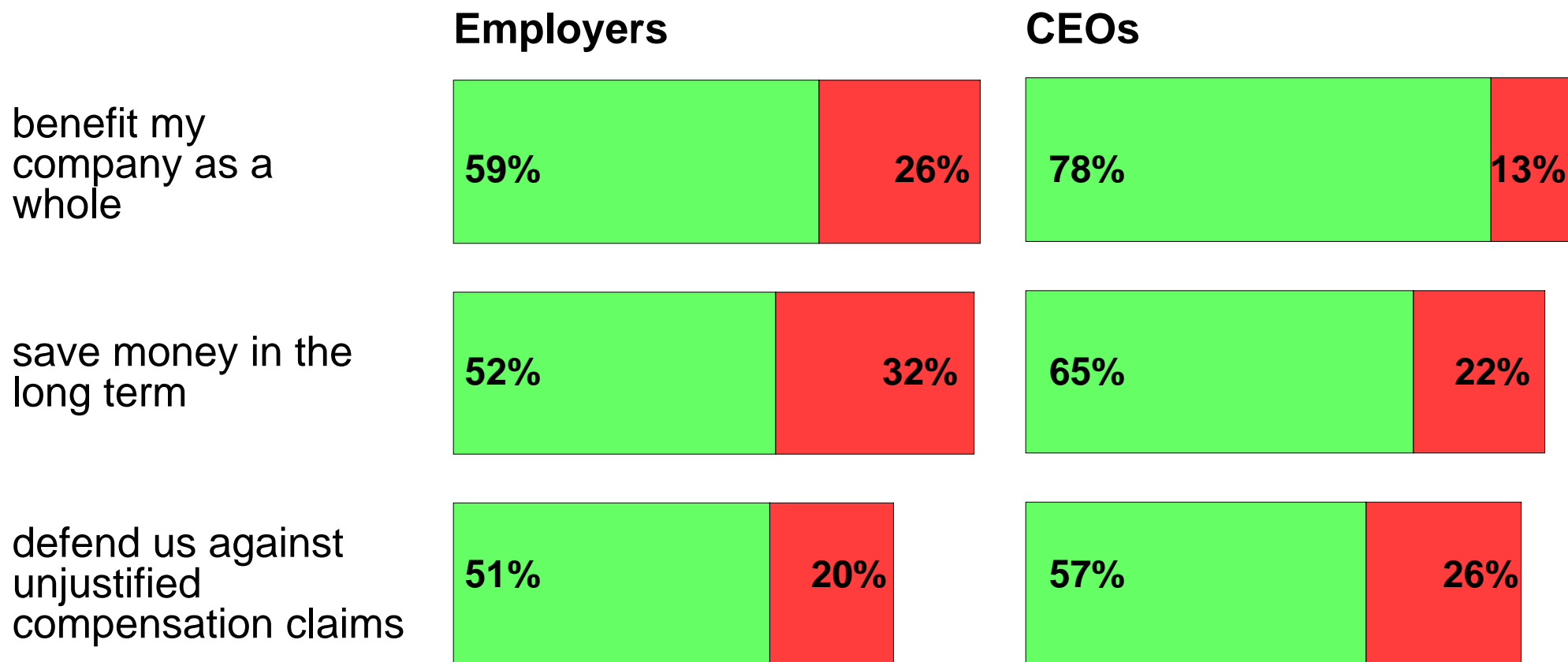
Base: All employers (506), all CEOs (202)

# Perceived positive impact of health and safety requirements

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Q Please tell me to what extent you agree or disagree that Health and Safety requirements . . . . ?

■ % Agree ■ % Disagree



Base: All employers (506), all CEOs (202)

# Perceived negative impact of health and safety requirements

Q Please tell me to what extent you agree or disagree that Health and Safety requirements . . . . ?

■ % Agree ■ % Disagree

## Employers

## CEOs

seriously hamper my business



are biased against small businesses



are expensive to implement



are over bureaucratic



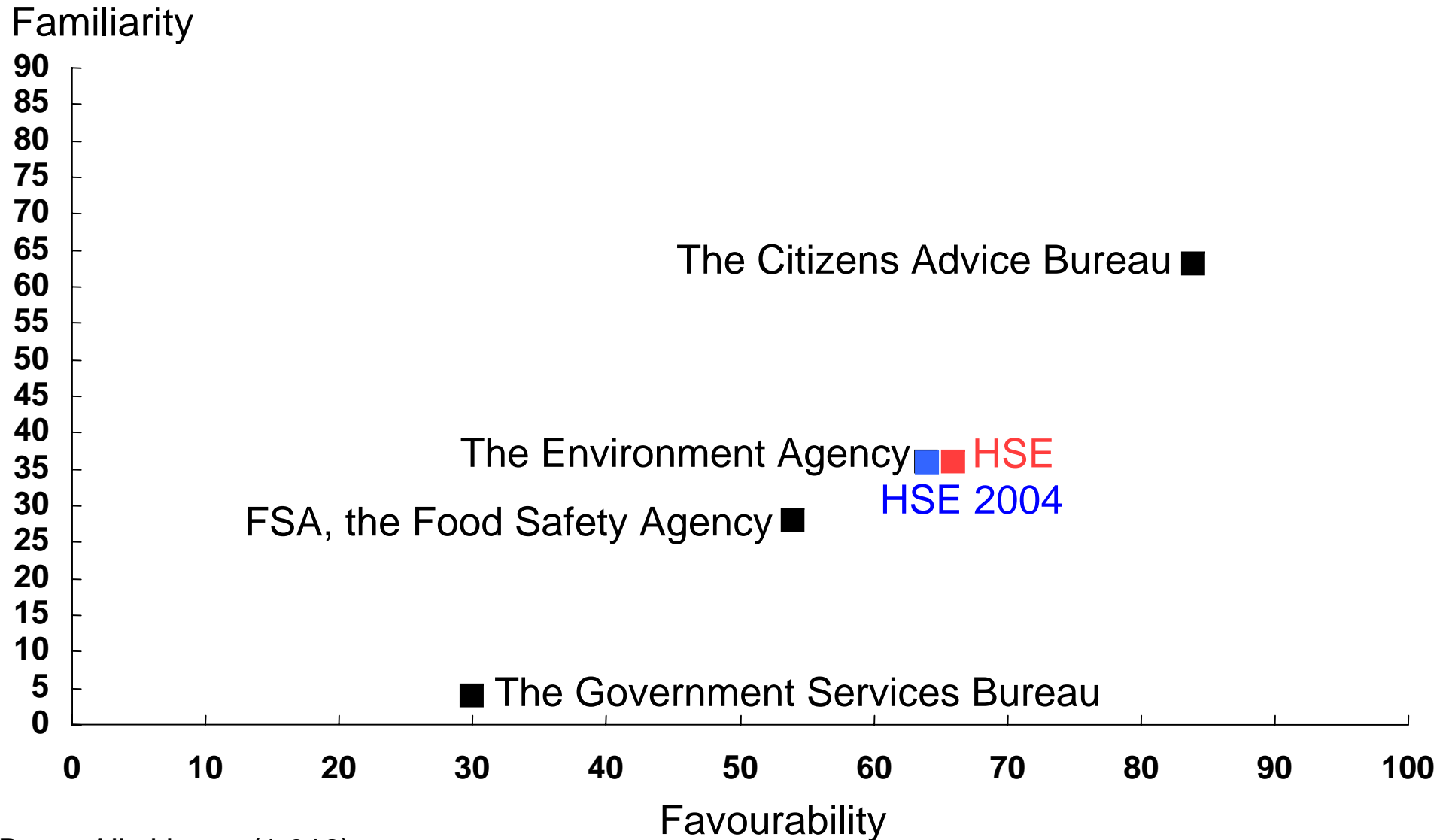
encourage compensation claims



Base: All employers (506), All CEOs (202)

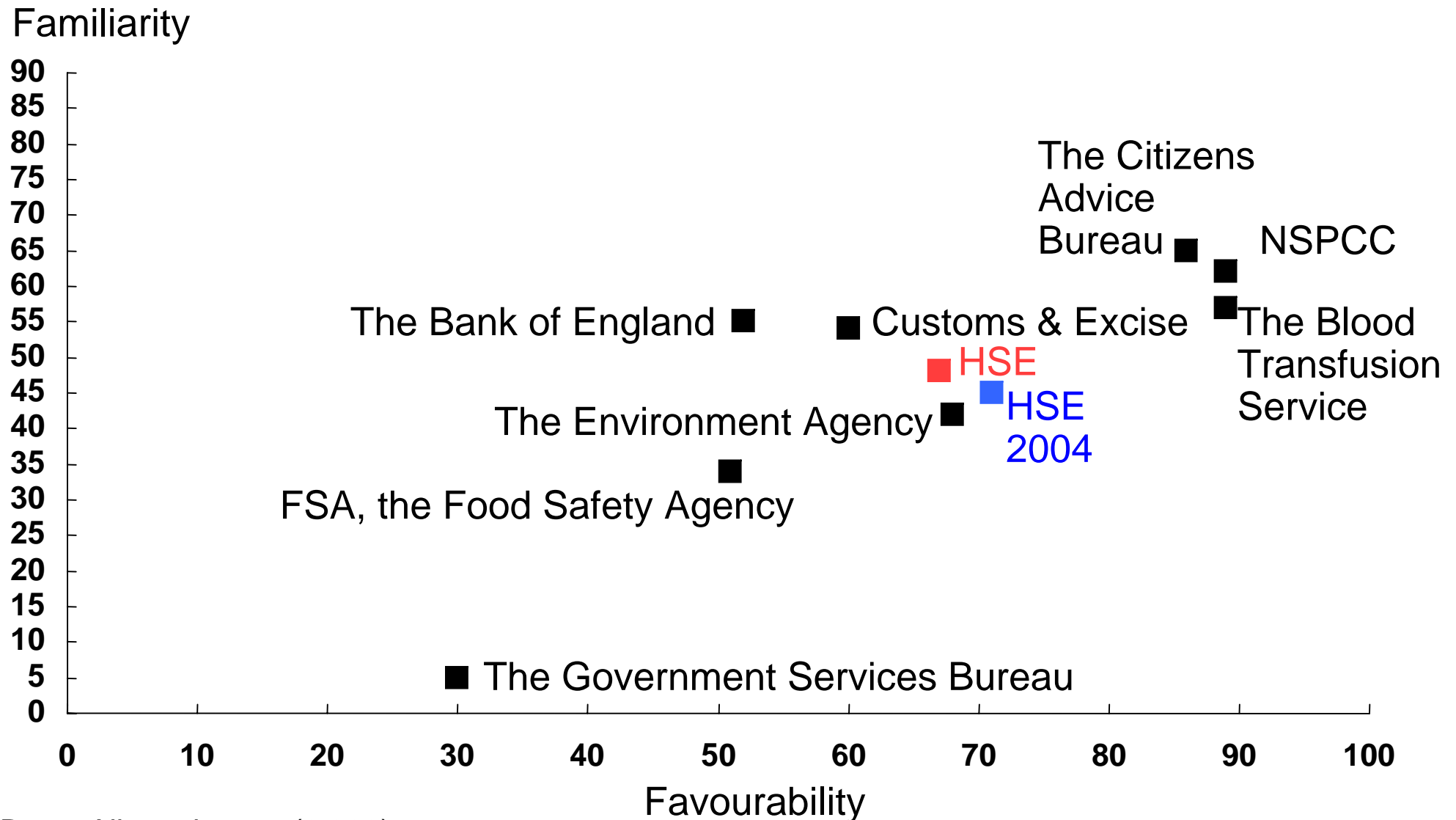
# The HSE's Image

# Citizens' image of the HSE



Base: All citizens (1,012)

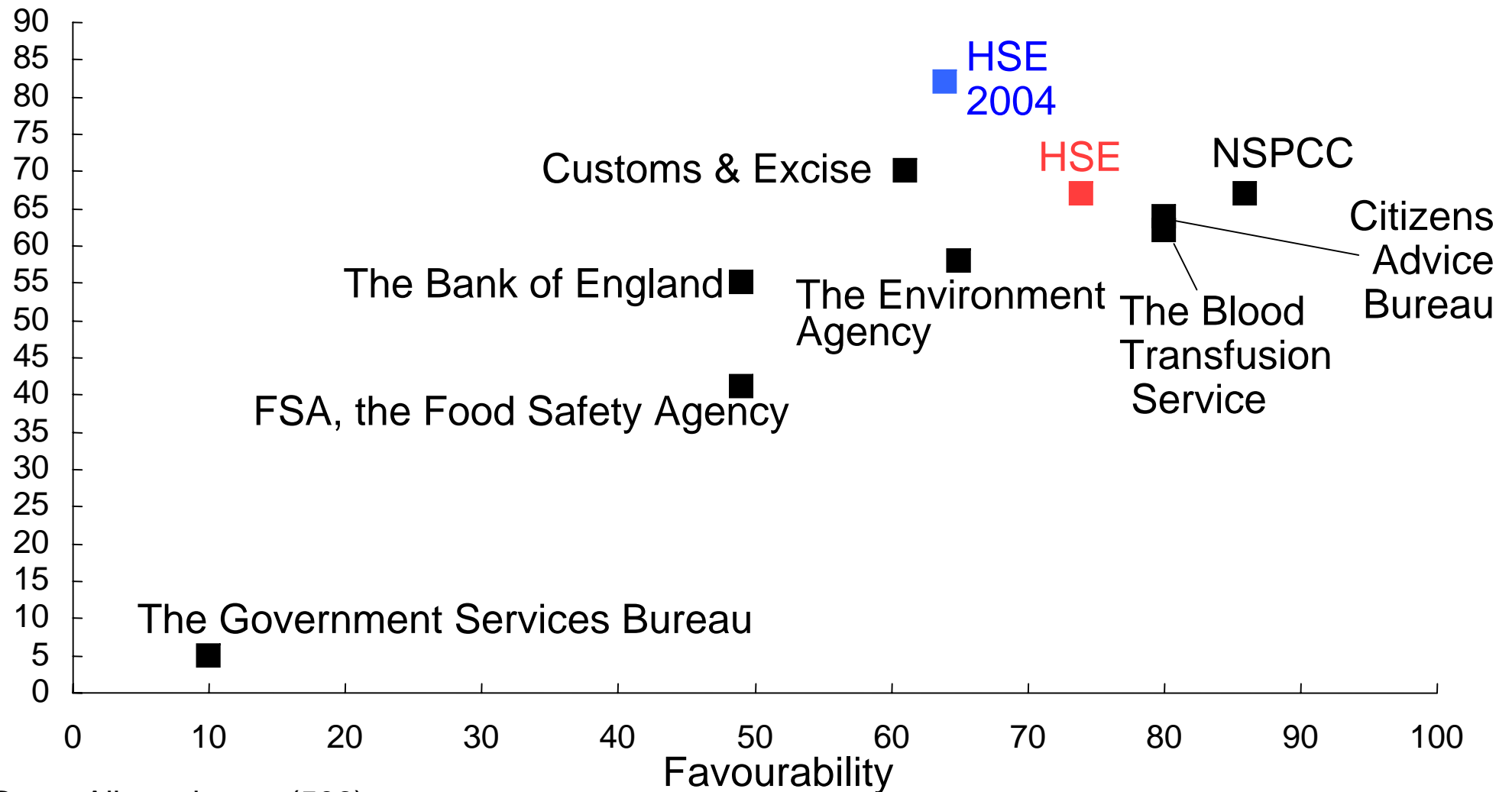
# Employees' image of the HSE



Base: All employees (2,009)

# Employers' image of the HSE

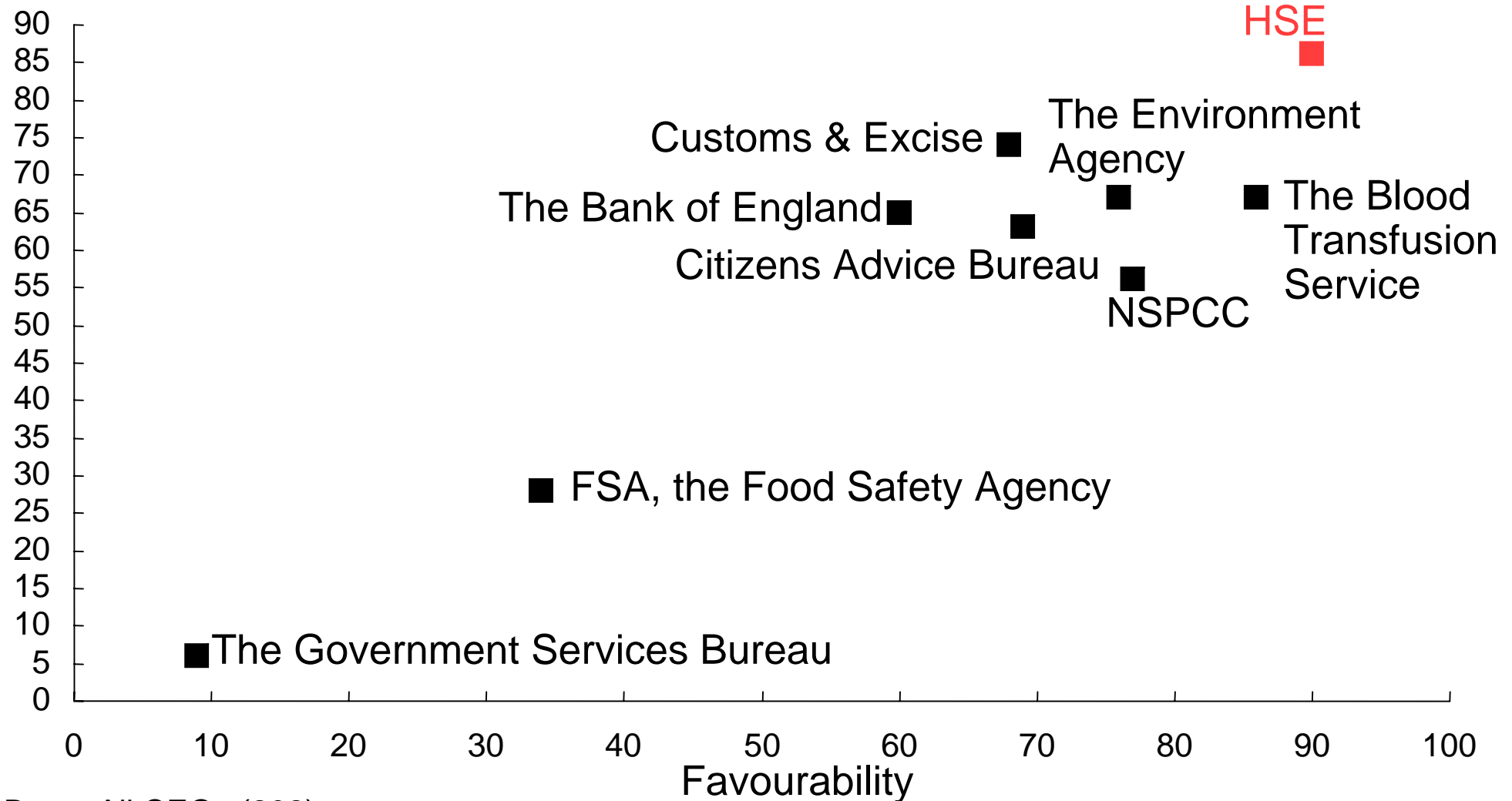
## Familiarity



Base: All employers (506)

# CEOs' image of the HSE

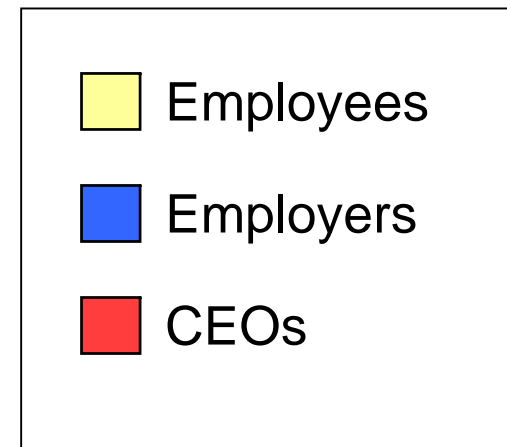
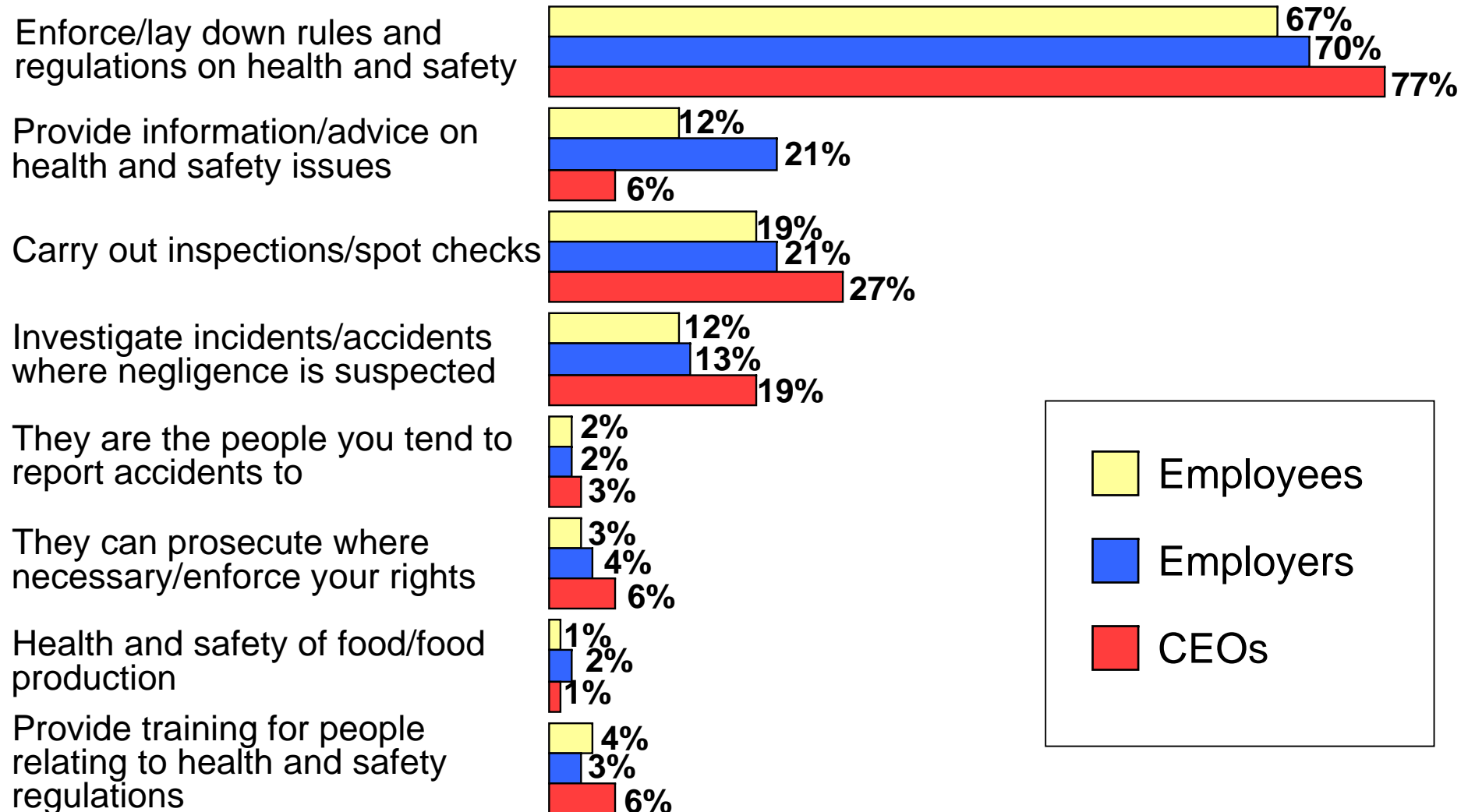
## Familiarity



Base: All CEOs (202)

# Understanding of the HSE role - unprompted

Q From what you know, what do you think the HSE does?

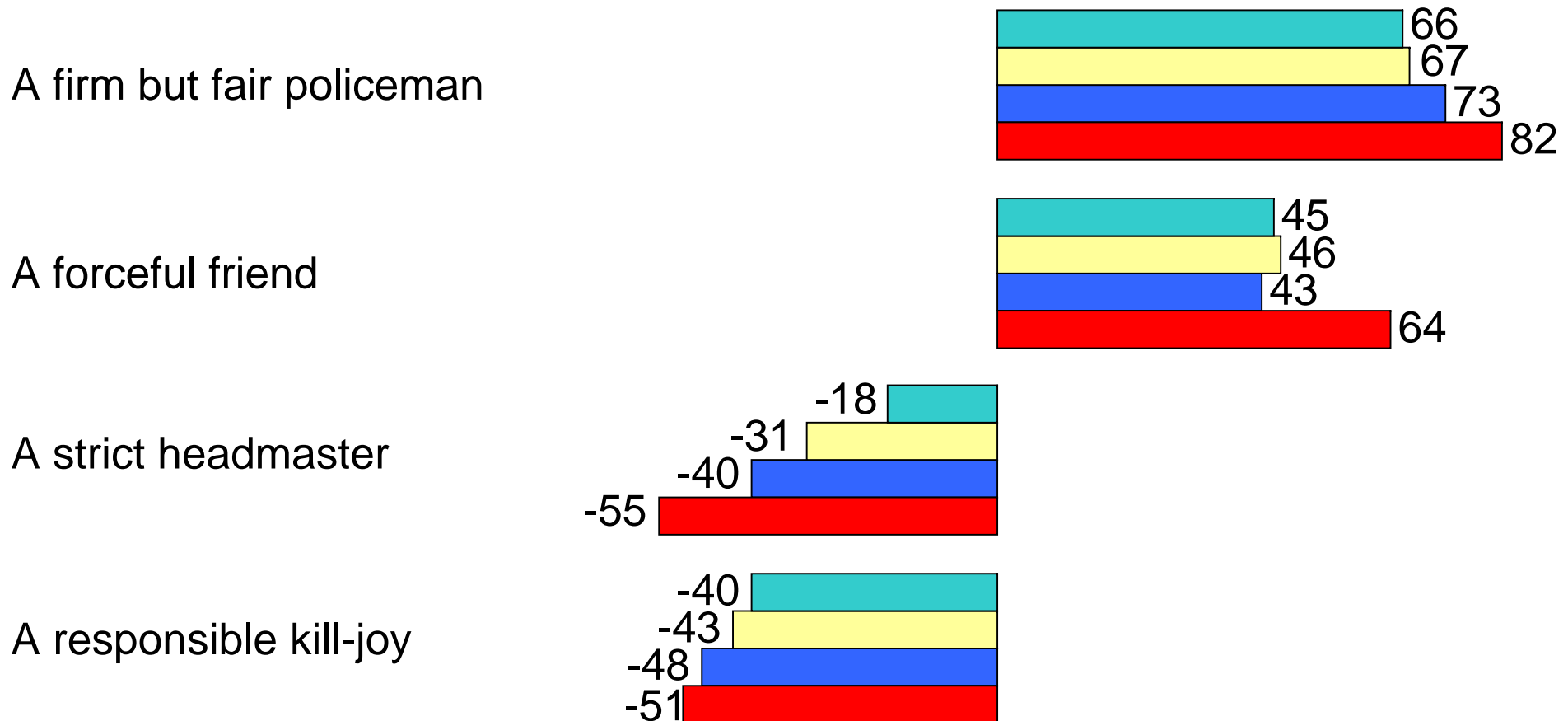


Base: All who have heard of HSE: employees (1,755), employers (504), CEOs (201)

# Preferred public image for HSE I

Q To what extent [do you agree that] the HSE should choose to present itself as...?

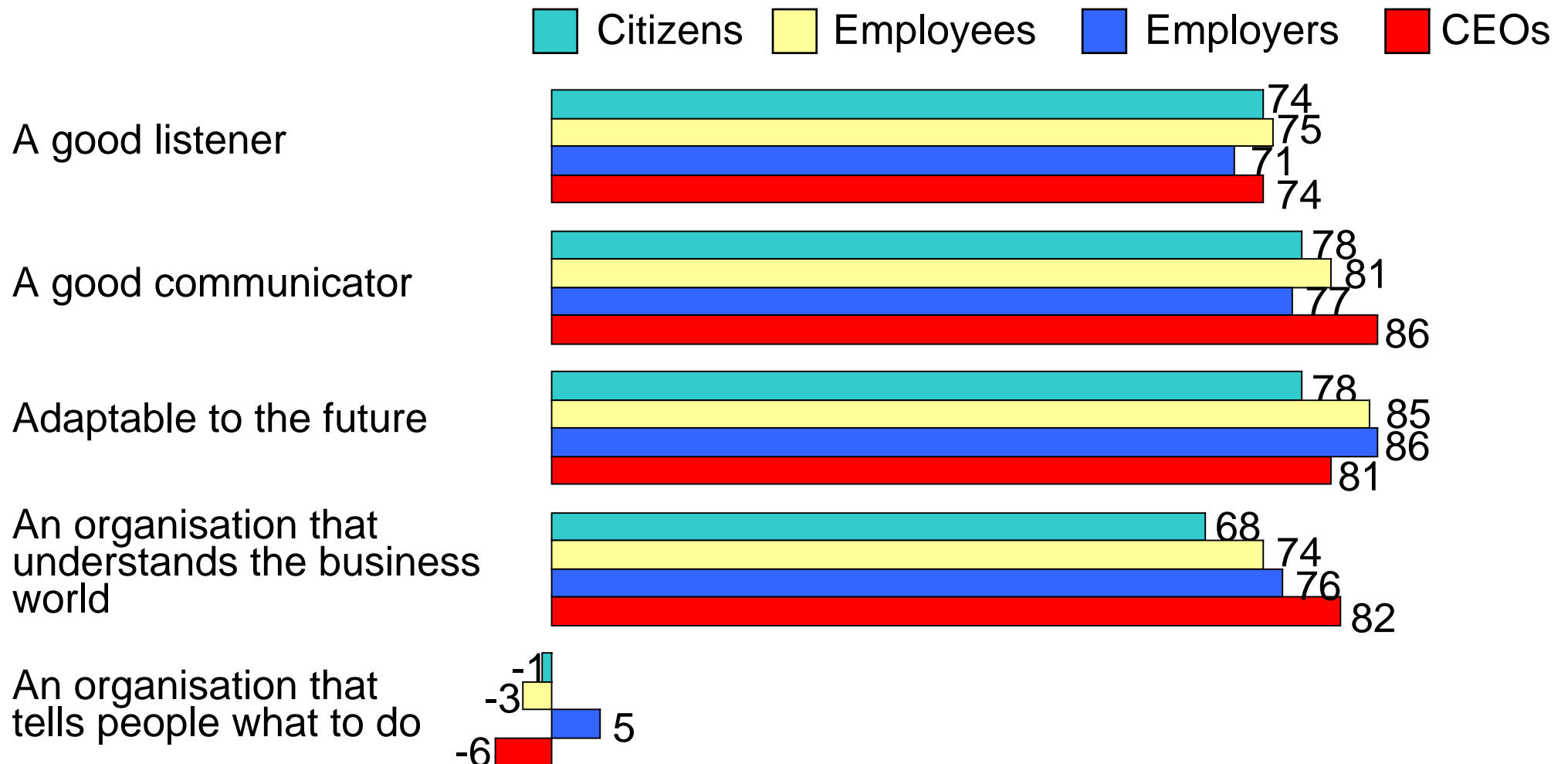
■ Citizens 
 ■ Employees 
 ■ Employers 
 ■ CEOs



Base: All citizens (1,012), all employees (2,009), all employers (506), all CEOs (202)

# Preferred public image for HSE II

Q To what extent [do you agree that] the HSE should choose to present itself as...?



Base: All citizens (1,012), all employees (2,009), all employers (506), all CEOs (202)

# Helpfulness of organisations

Q Please tell me how helpful or unhelpful you find each organisation.

■ % Helpful ■ % Unhelpful

## Employers

## CEOs

Customs and Excise



Fire Safety Officer



The local Council



Business Links



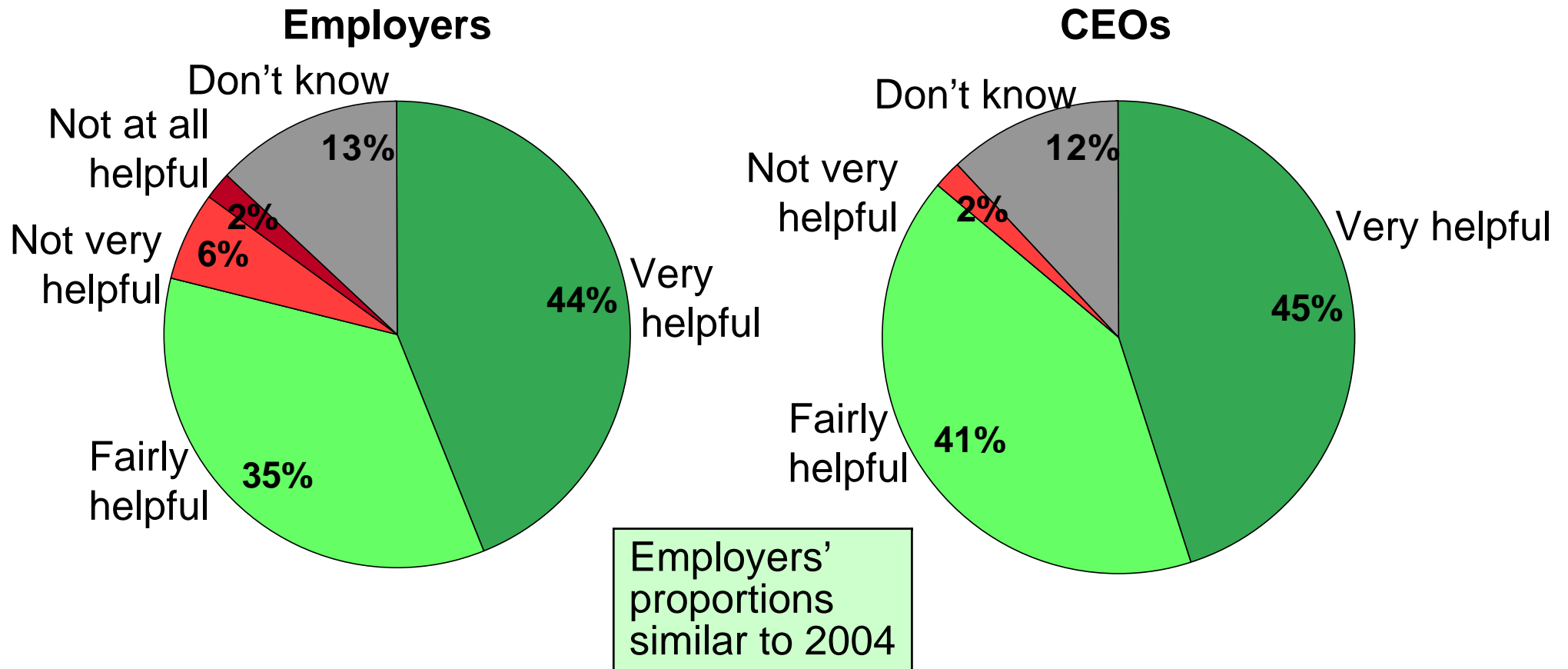
Health and Safety Executive



Base: All employers (506), all CEOs (202)

# Helpfulness of HSE staff

Q How helpful or unhelpful do you find HSE staff?

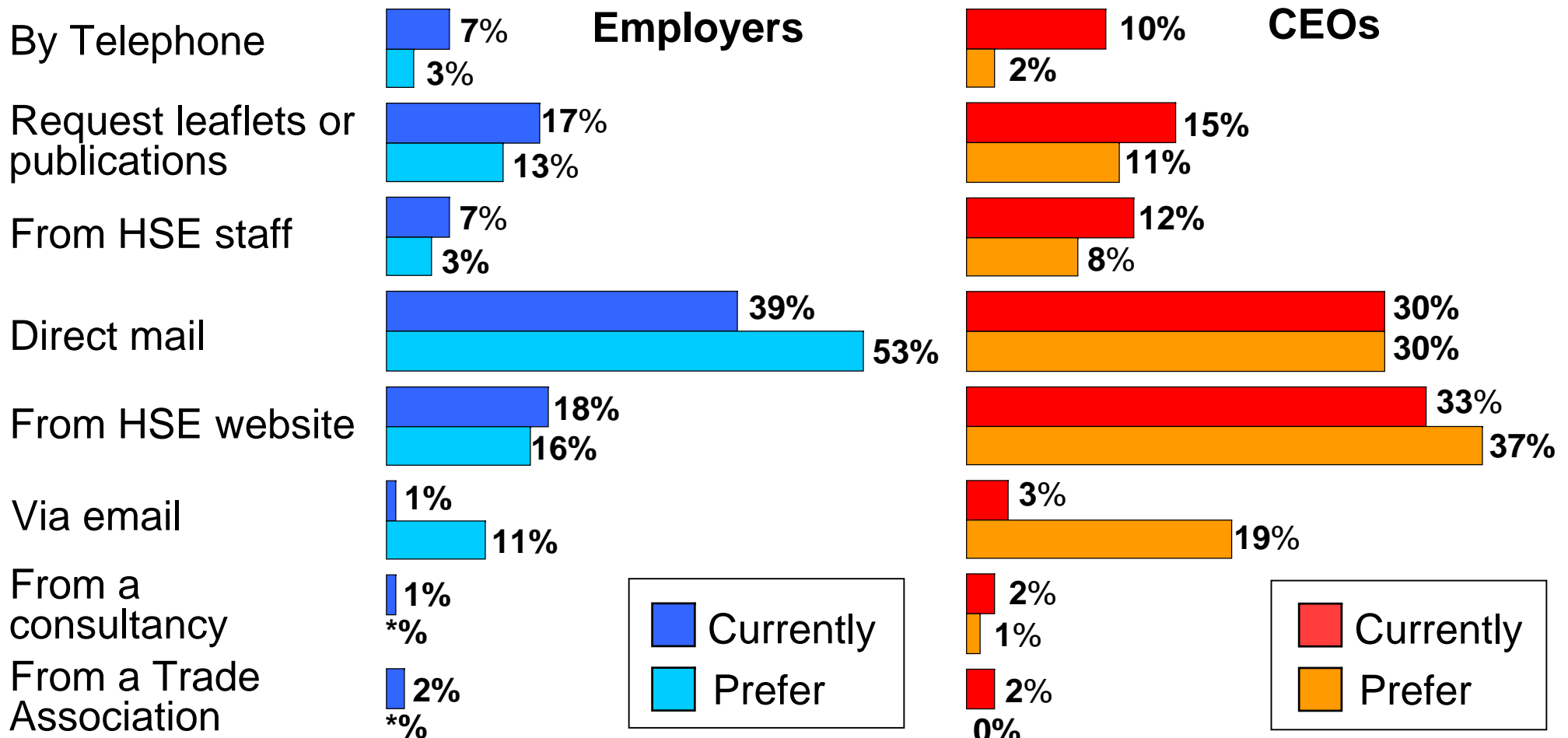


Base: All who have contact with the HSE: employers (346), CEOs (163)

# Actual and preferred information sources - prompted

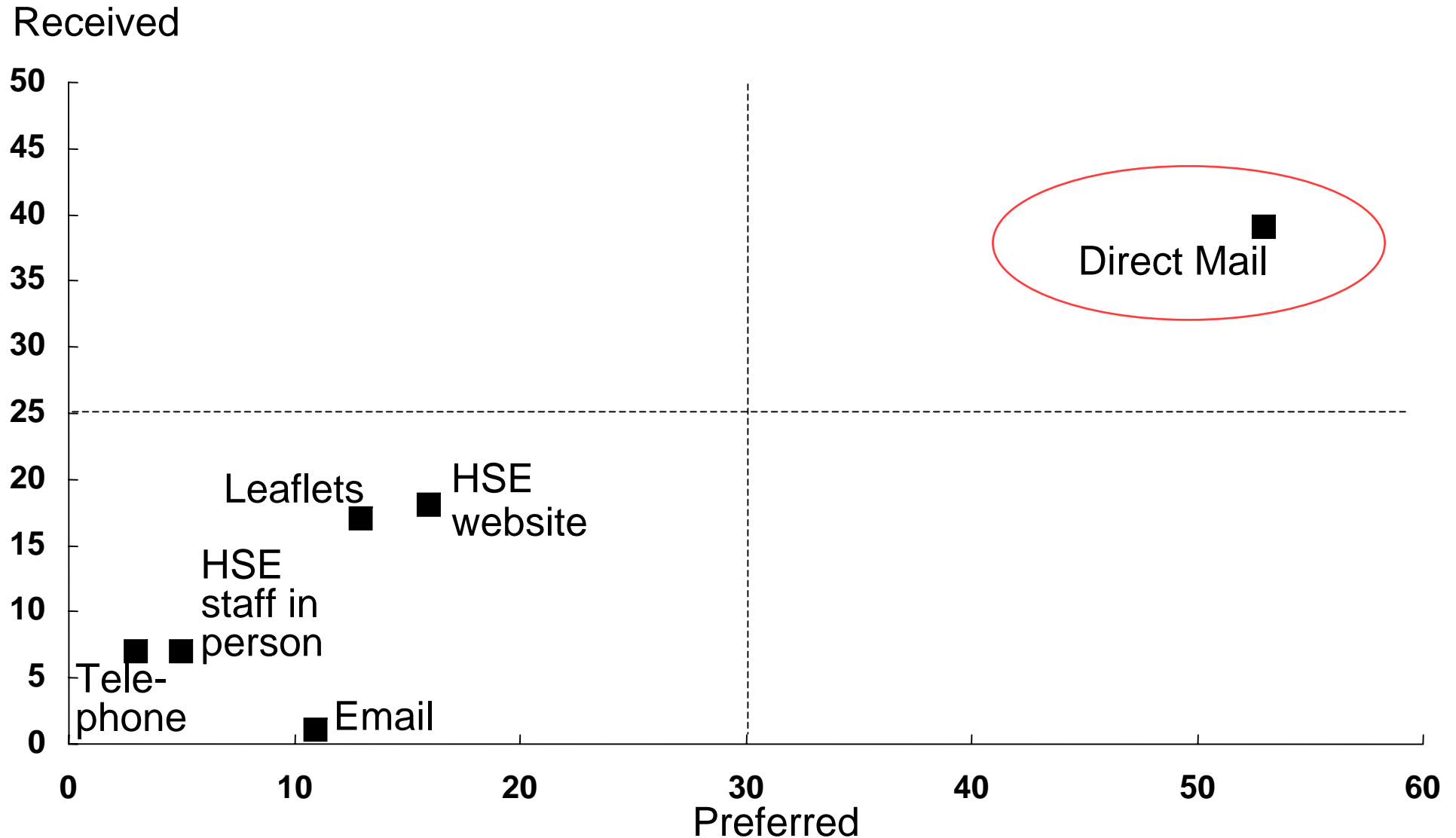
Q How, if at all, do you currently receive information from the HSE?

Q And how, if at all, would you prefer to receive information from the HSE?



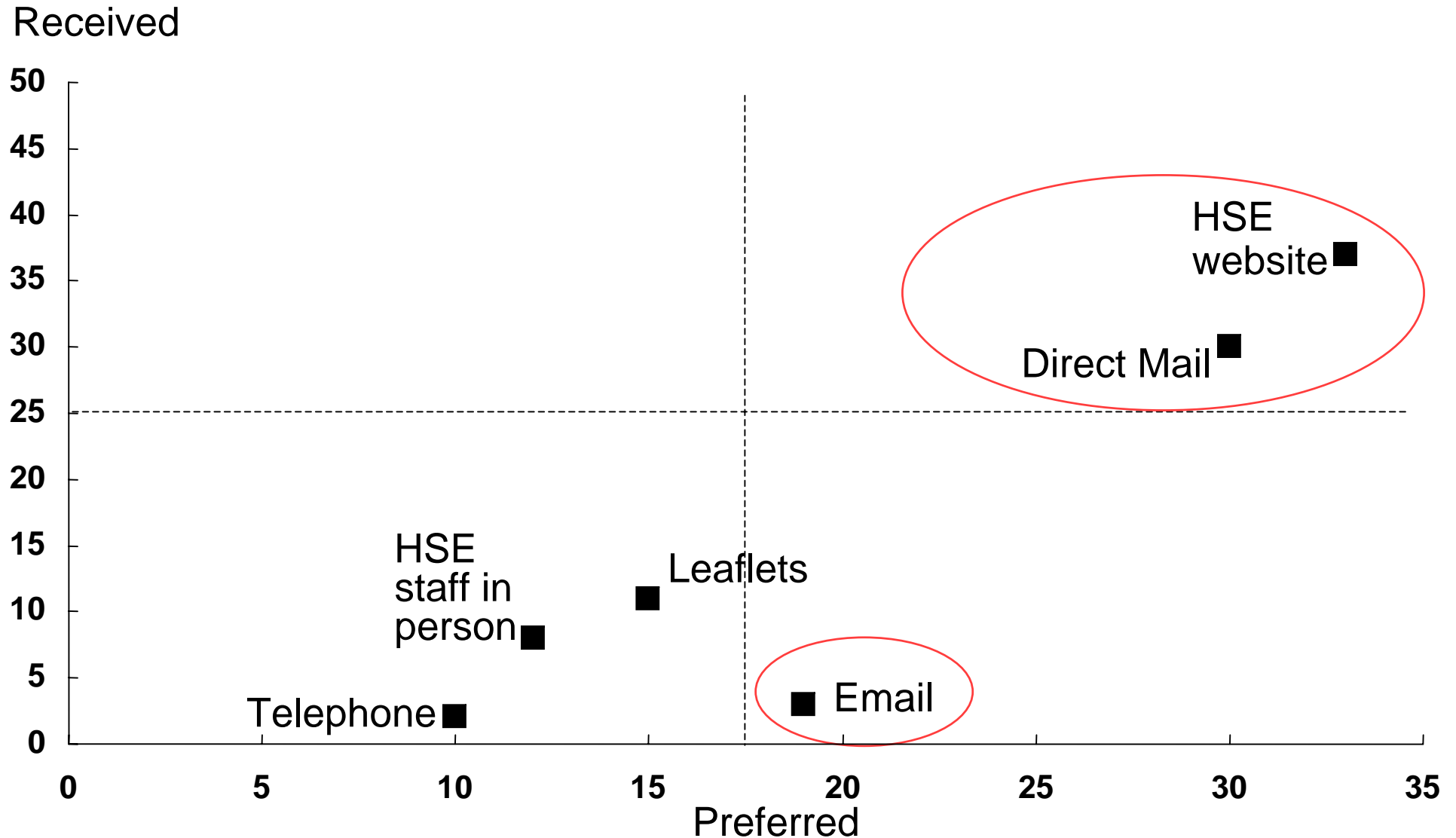
Base: All employers (506), All CEOs (202)

# Preferred information provision - Employers



Base: All Employers (506)

# Preferred information provision - CEOs

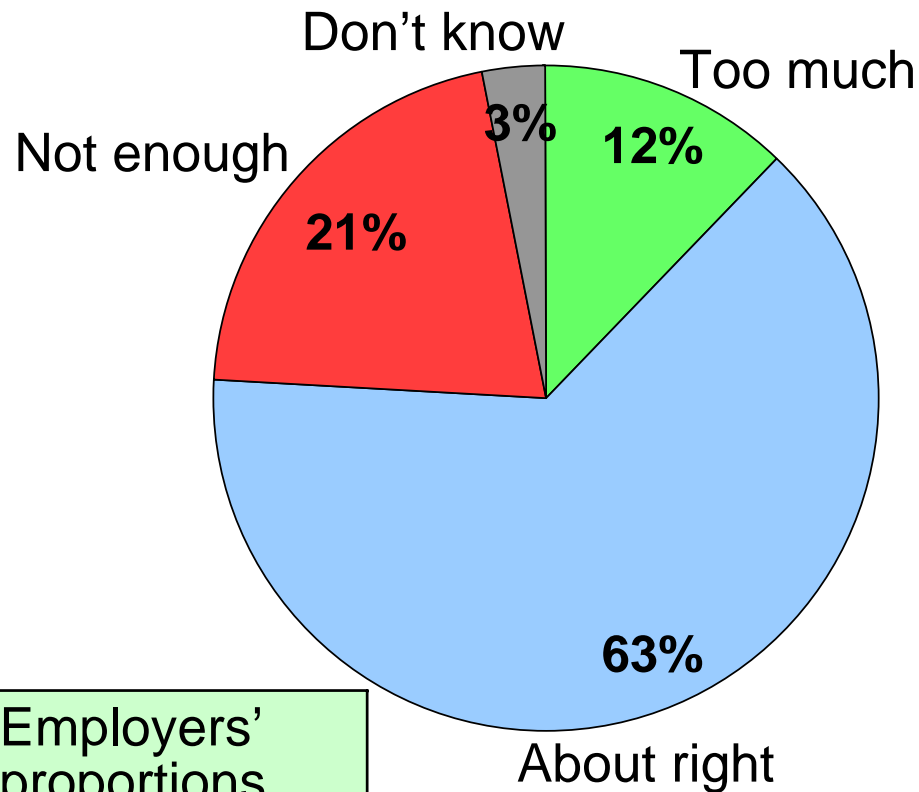


Base: All CEOs (202)

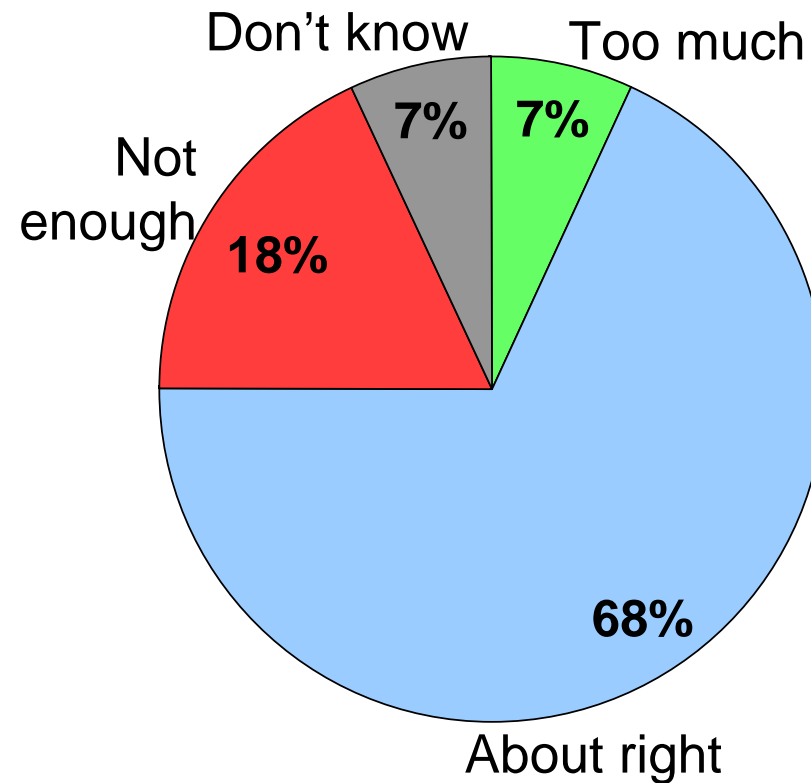
# Information provision

Q Do you think the amount of information you receive from the Health and Safety Executive about the laws and regulations it has responsibility for is . . . . ?

**Employers**



**CEOs**



Employers' proportions similar to 2004

Base: All employers (360) and CEOs (139) who currently receive information from the HSE

- One in six employers (16%) and CEOs (17%) aware of Infoline compared to 11% citizens and 8% employees.
  - A very small number of each audience had actually used the helpline – 7 citizens, 12 employees, 12 employers and 9 CEOs
- Reaction to the helpline is mixed (unprompted, based on small numbers)
  - Some are appreciative and have found the service very useful
  - Others feel the advice is too general or are uncertain of the operators' capabilities

*The advice was good that was given but the problem is the employer implementing the advice due to cost issues. But Infoline was useful*

- Employee

*I have had mixed experiences – some bad and some good. I was not impressed they could not answer complicated questions*

- Employer

*Extremely beneficial and clear, they gave me the information I was looking for. Quick answer, clear, accurate information*

- CEO

# Advertising campaign

- All four audiences asked whether aware of an HSE advertising campaign that informs businesses of the benefits that accrue when following good health and safety practice.
  - 23% citizens aware
  - 18% employees aware
  - 22% employers aware
  - 25% CEOs aware
- As fieldwork not yet begun – proportions aware probably due to general ‘noise’ in this area, similar ad campaigns and respondents wanting to ‘please’ the interviewer by being aware.
- Most common methods people think the advertising campaign uses are: posters, national press, TV, direct mail, in the workplace (citizens and employees) and trade press (employers and CEOs).
- Very few (unsurprisingly!) could recall a main theme or message in the campaign (unprompted)

# Conclusions

# Changes since 2004 survey

- Very few changes observed since last year's survey
- CITIZENS
  - Increase in concern with H&S in the workplace (up from 53% to 61% in 2005)
  - Also comparable increases in concern across the board (e.g. Toy Safety (47% to 55%) and Public Transport Safety (45% to 58%))
- EMPLOYEES
  - Those saying that H&S in the workplace is 'very important' (i.e. giving a '10' score) fell from 35% to 28%
  - Increase in concern with H&S in the workplace (up from 53% to 61% in 2005)
- EMPLOYERS
  - Fall in proportion saying employer is responsible for Health and Safety risks in workplace (91% to 77%); and decline in those citing employee responsibility (55% to 36%)
  - Increase in those citing caring for employees as an important consideration (58% to 64%) and decrease in those saying compliance with laws/ regulations (60% to 54%) and company policy/ procedure (33% to 24%)
  - Decline in proportion disagreeing that Health and Safety requirements seriously hamper the business (78% to 65%)
  - Fall in proportion agreeing Health and Safety requirements benefit company as a whole (38% to 27%) and fall in those agreeing that health and safety requirements save money in the long-term (31% to 24% - corresponding increase in those who tend to agree 14% to 20%)

# Conclusions I

- The majority of the working population feel they work in safe environment
- Employees, employers and CEOs understand Health and Safety as a generic sense, and do not distinguish between *health* risks and *safety* risks
- Health and Safety seen as successful through common sense of staff – supported by HSE promotion, and enforcement, of good practice and provision of advice
- Health and Safety concerns are taken relatively seriously by all: around 7/10 of each audience see Health and Safety as cornerstone of society
- Employers seen as most responsible for Health and Safety in the workplace – 7/10 Employees, 8/10 Employers/ CEOs said this. Around half of employees and CEOs cited employee responsibility compared to a third of employers. 1/8 employees said the HSE (4% employers, 9% CEOs)

# Conclusions II

- Over 9/10 of all audiences agree workers should be more involved in Health and Safety, but only half of citizens & employees say they would like to get more involved. 3/4 employers/ CEOs feel they would like to involve workers more
- 16% citizens think Health and Safety is a matter for employers, not employees (compared to 12% employees, 11% employers and 5% CEOs)
- 1/4 citizens feel promoting Health and Safety would mean colleagues view them less positively compared to 18% employees, 12% employers and 10% CEOs
- Employers and CEOs feel Health and Safety requirements make a positive contribution to the workplace:
  - Benefit company as a whole
  - Save money in the long-term
  - Provide defence against unjustified compensation claims
  - Do not think Health and Safety requirements hamper their business
  - Not biased against small businesses
- Awareness of HSE and favourability relatively high compared with similar organisations – particularly among CEOs

# Conclusions III

- Most popular public images for the HSE are “a firm but fair policeman” and “a forceful friend” (among all audiences)
- HSE staff regarded as helpful by around 8 in 10 employers and CEOs
- HSE current communications are well-rated, with methods currently used tending to ‘match’ those employers and CEOs would prefer to receive
  - Enthusiasm for greater use of email delivery, especially among employers
- 1 in 6 Employers/ CEOs aware of Infoline compared to around 1 in 10 citizens/ employees – although very few have actually called the helpline
- Between 1 in 4 and 1 in 6 of each audience aware of an HSE advertising campaign informing businesses of benefits – probably due to similar campaigns and general ‘noise’ in this area
- Smaller businesses have lower awareness, receive less communications and find H&S more burdensome.

Questions?

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