

# Research Results Public Opinion Survey 2011

Prepared for: Safe Saskatchewan

Submitted by: Gryphon Reputation Management

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## executive summary

In January 2011, Gryphon Reputation Management (Gryphon) conducted the annual public survey for Safe Saskatchewan.

In total, 800 interviews were completed with Saskatchewan respondents aged 18 or older. The completed surveys provide a margin of error of  $\pm 3.5\%$  at 95% confidence interval. All differences in survey results discussed in this report are derived from significance testing at 95% confidence interval.

Key findings of this research are summarized as follows:

- In general there were few if any significant changes to the 2010 survey.
- **The portion of respondents who believed more than 75% of injuries were preventable stayed similar to the results of last year's survey (42% in 2010 and 40% in 2011), and remain significantly stronger than 2007 (30.4%) when the survey was initiated. Male respondents remain more likely than female respondents to believe that more than 75% of injuries are predictable and preventable (41.3% of men in 2011 vs. 34.9% of females).**
- **Two-thirds of respondents in 2011 reported that their family had discussed the topic of how to prevent injuries in and around the home (66.7%). This continues a trend that more and more people had discussed the topic of injury prevention with their family (60.6% in 2007).**
- Respondents who were aware of Safe Saskatchewan were more likely than those who were not aware of the organization to have discussed injury prevention with their families (71.5% vs. 64.3%).
- Just less than one-quarter of all respondents (22%) don't feel they have helped prevent an injury in the recent past. This was not significantly different from responses in 2010 (22.3%).
- Unaided, 1.8% of all respondents were aware of Safe Saskatchewan. Another 26.4% indicated that they were aware of Safe Saskatchewan, aided. These responses are similar to responses in 2010.
- While the television was considered by majority of the respondents as the primary source of information for news and public affairs, it appeared to have less impact when it came to injury prevention, especially for respondents who were under 55 years of age. Younger respondents tended to rely on the Internet more than most other mediums.

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- Overall, this year's results are very similar to those from 2010. However, respondents appeared to have a better understanding and higher awareness of the nature of injuries as more and more people believe that injuries are preventable, and have had discussed about the topic with their family.

#### **NEW QUESTIONS for 2011**

- Nearly one-quarter of respondents (23.5%) slightly agree with the statement that they are aware of the impact an unintentional injury would have on their life. The percentage of those who disagree (43.8%) is not significantly different from the percentage of those who agree (48.8%).
- Nearly one-quarter (24.4%) slightly agree with the statement that they have made a change in their personal physical environment in the last year to reduce injuries, which is statistically similar to those who slightly disagree with the statement (22.6%). The percentage of those who disagree (44%) is not significantly different from the percentage of those who agree (44.8%).
- Over half of respondents disagree with the statement that they recognize that FFRC results in unintentional injuries occurring (50.3%). In addition, nearly one-fifth of respondents (18.2%) did not know how to answer the question.
- Over one-quarter of respondents did not know how to the statement, I work to minimize FFRC in my life in order to reduce the opportunities to occur. In addition, those who disagree (49.4%) significantly outnumber those you agree (21.7%).

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## background

In January 2011, Gryphon conducted a survey of Saskatchewan residents to **gauge people's awareness of Safe Saskatchewan and their perceptions regarding off-the-job injuries** in Saskatchewan.

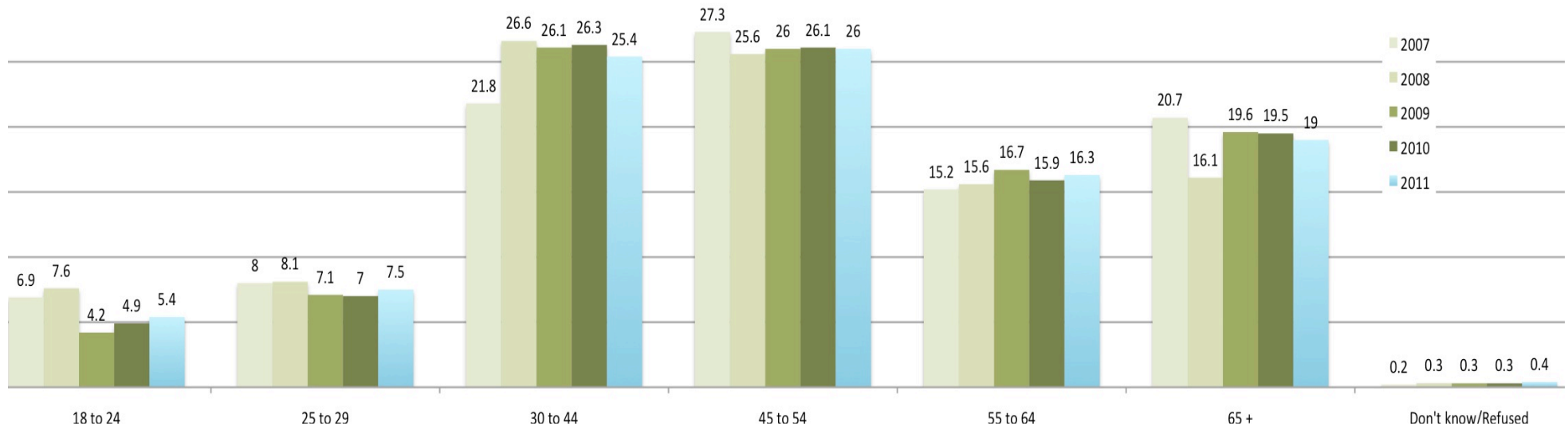
The interviews were conducted between January 7<sup>th</sup> and 10<sup>th</sup>, 2010. The call results were as follows

Call Result	N	%
In-Scope, responding units (R)	843	10.4%
Completed	800	9.9%
Disqualified - No Canadian citizen	27	0.3%
Disqualified - Nobody 18 or older	18	0.2%
Unresolved (U)	3,016	37.3%
No answer/Answering machine	2,816	34.9%
Busy signal	310	3.8%
In-Scope, non-responding (IS)	3,816	47.3%
Callback appointment	1,043	12.9%
Respondent not available during the duration of project	21	0.3%
Terminated part-way	51	0.6%
Language/Hearing	60	0.8%
Refusal	2,218	27.5%
Call blocked	715	8.9%
Drop	38	0.5%
Invalid	332	4.1%
Fax/Modem	181	2.2%
Not in service	60	0.7%
Business number	83	1.0%

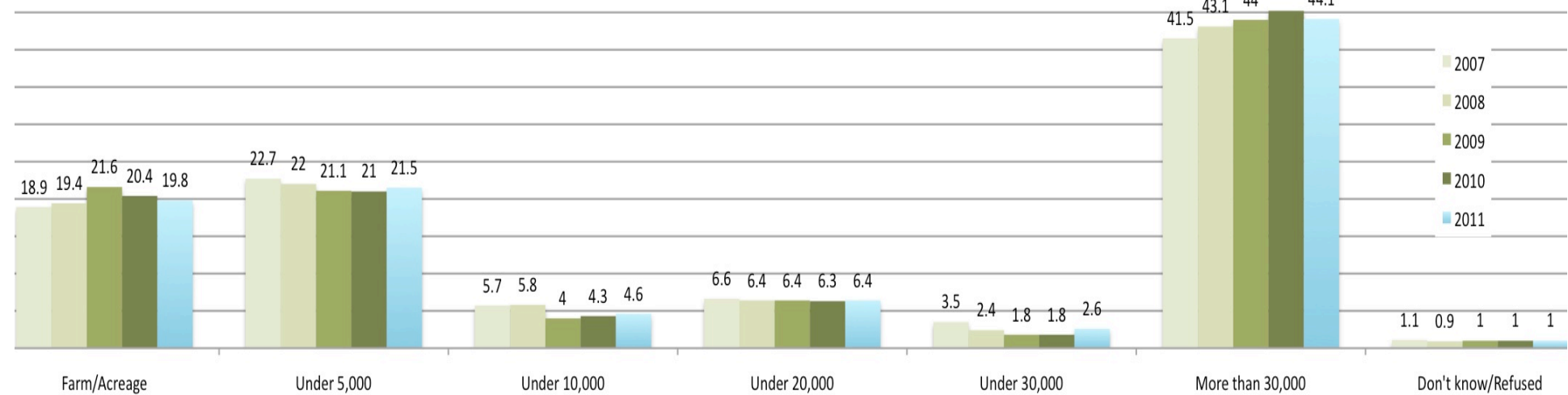
In total, 800 interviews were completed with Saskatchewan residents aged 18 or older. Survey results from such a sample size have a margin of error of  $\pm 3.5\%$  at 95% confidence interval. All differences in results discussed in this report are derived from significance testing at a 95% confidence interval.

Survey results are weighted by gender. The demographic breakdowns in the sample are representative of the population in Saskatchewan, and are consistent with those from 2007, 2008, 2009 and 2010.

age

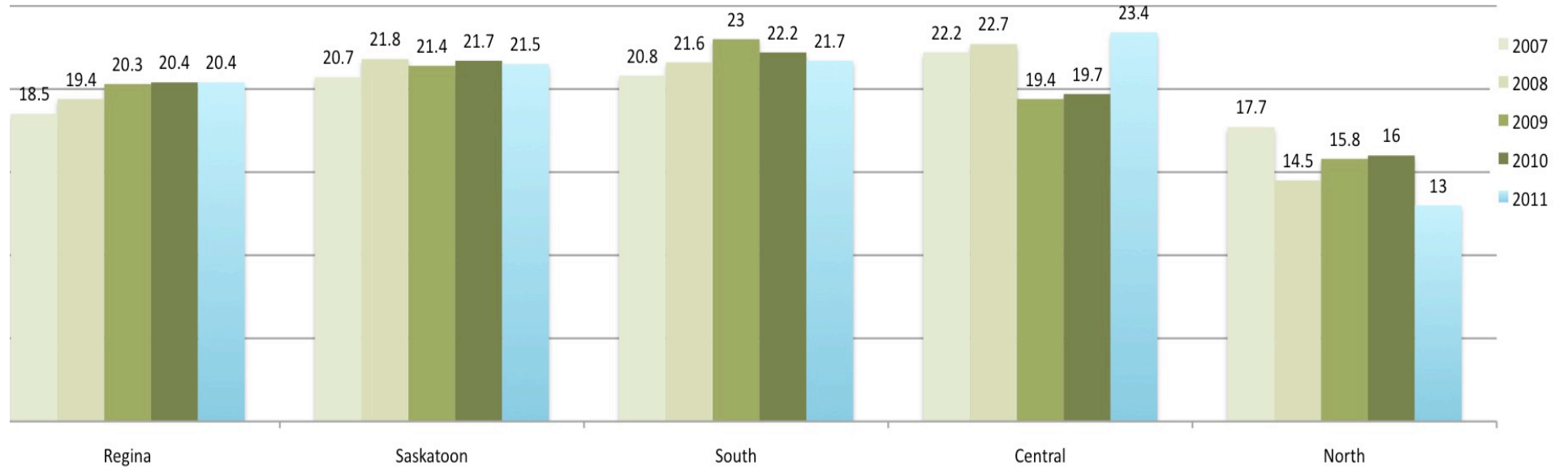


community size



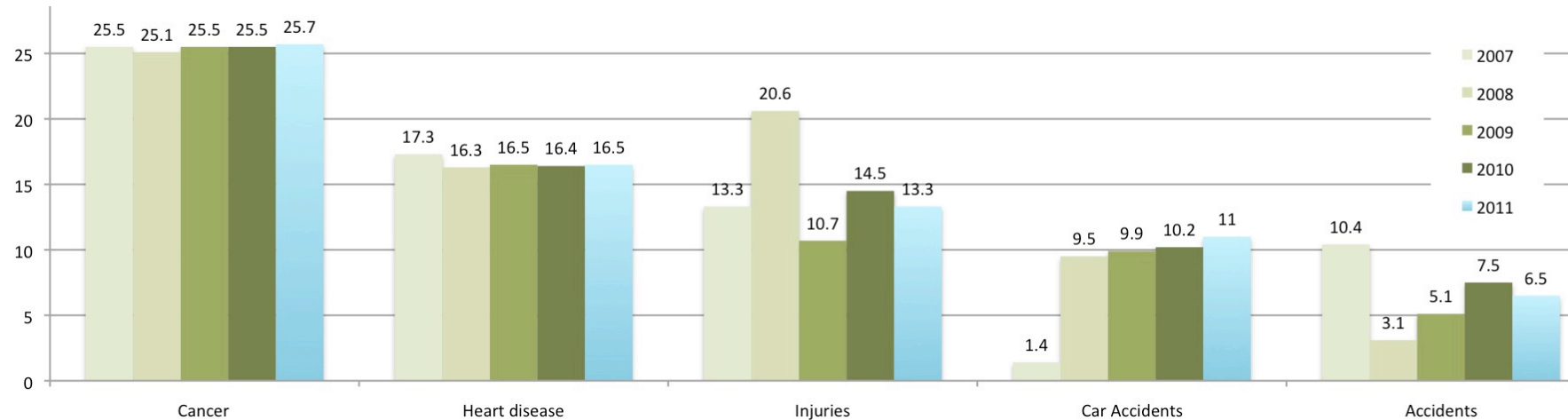


region



## survey results

### Q1. What do you think is the leading cause of death for Canadians under the age of 45?



Approximately one-quarter of the respondents (25.7%) mentioned cancer as being the leading cause of death for Canadians under the age of 45, while 16.5% cited heart disease and 13.3% cited injuries.

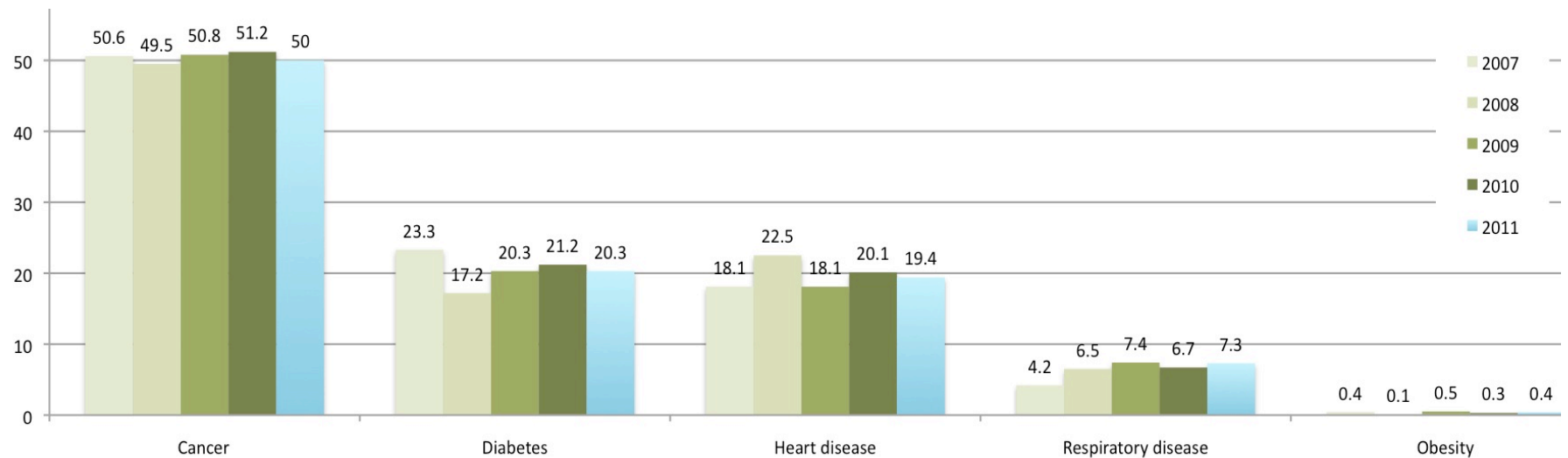
Respondents who were over the age of 55 were more likely to have cited injuries as the leading cause of death than respondents in the 30-54 and 18-29 age groups (15.3%, 8.1% and 6.2% respectively).

Compared to last year (2010), while the proportion of respondents who considered cancer and heart disease to be the leading cause of death remained relatively unchanged, the proportion of respondents who cited injuries has decreased, although not significantly, from 14.5% in 2010 to 13.3% in 2011. When considering the results of the five years, the greater variability in the injuries and accidents response categories may suggest respondents struggle with defining what is or is not an injury.

If responses for injuries and accidents are grouped, a surprisingly consistent (with the exception of 2009) response can be demonstrated:

2007: 23.7%  
2008: 23.7%  
2009: 15.8%  
2010: 23%  
2011: 19.8%

**Q2. The total economic cost of diseases in Canada is high. Which of the following diseases do you think has the greatest economic cost to Canada...**



Half of the respondents (50%) felt that cancer had the greatest economic cost to Canada, with 20.3% mentioning Diabetes and 19.4% mentioning heart disease.

No significant differences were found between 2010 and 2011 results.

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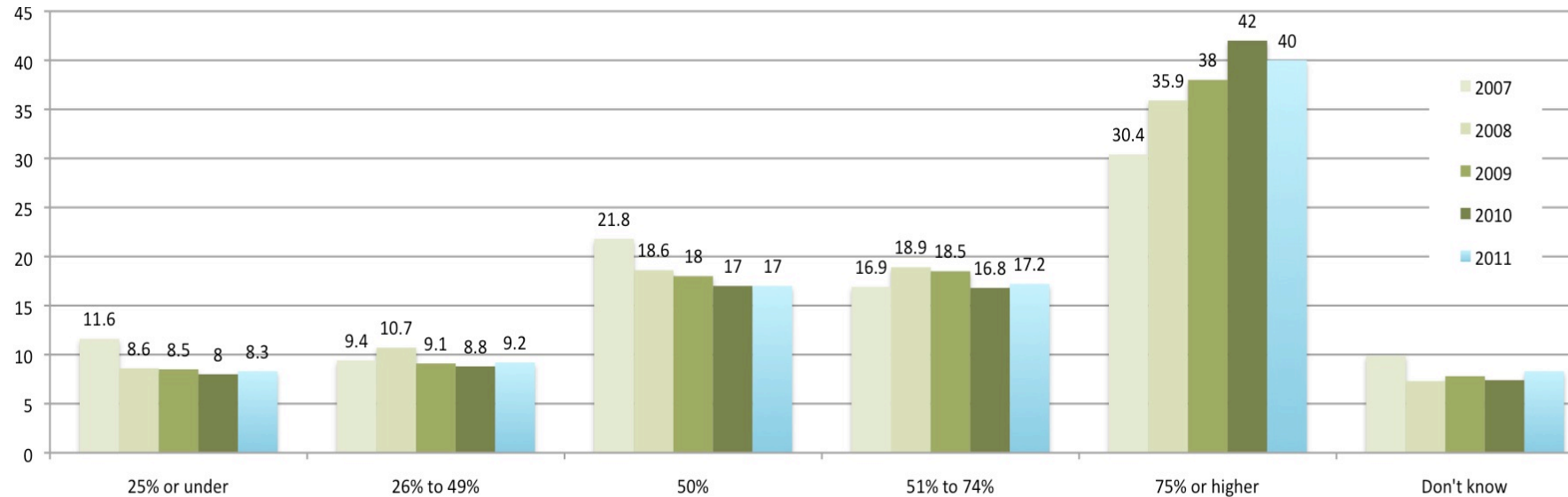
**Q3. Besides diseases, injuries like falls, traffic accidents and poisonings also have an economic impact to our country. On a scale from 1 to 5, with 1 being the least impact and 5 being the most impact, how would you rate the following for their economic cost to the country?**

	2007	2008	2009	2010	2011
	Mean	Mean	Mean	Mean	Mean
Cancer	4.13	4.14	4.15	4.16	4.15
Heart Disease	3.85	3.89	3.83	3.84	3.86
Diabetes	3.61	3.46	3.47	3.46	3.50
Respiratory Disease	3.23	3.18	3.22	3.21	3.20
Injury	3.07	3.04	3.00	3.04	3.02

Cancer received the highest ratings for economic cost to the country, with a mean score of 4.15 out of 5, while heart disease received a mean rating of 3.86, diabetes a rating of 3.50, respiratory disease a rating of 3.20 and injury with a mean rating of 3.02 of 5.

No significant differences were found between 2010 and 2011 results.

#### Q4. What percentage of injuries do you think are predictable and preventable?

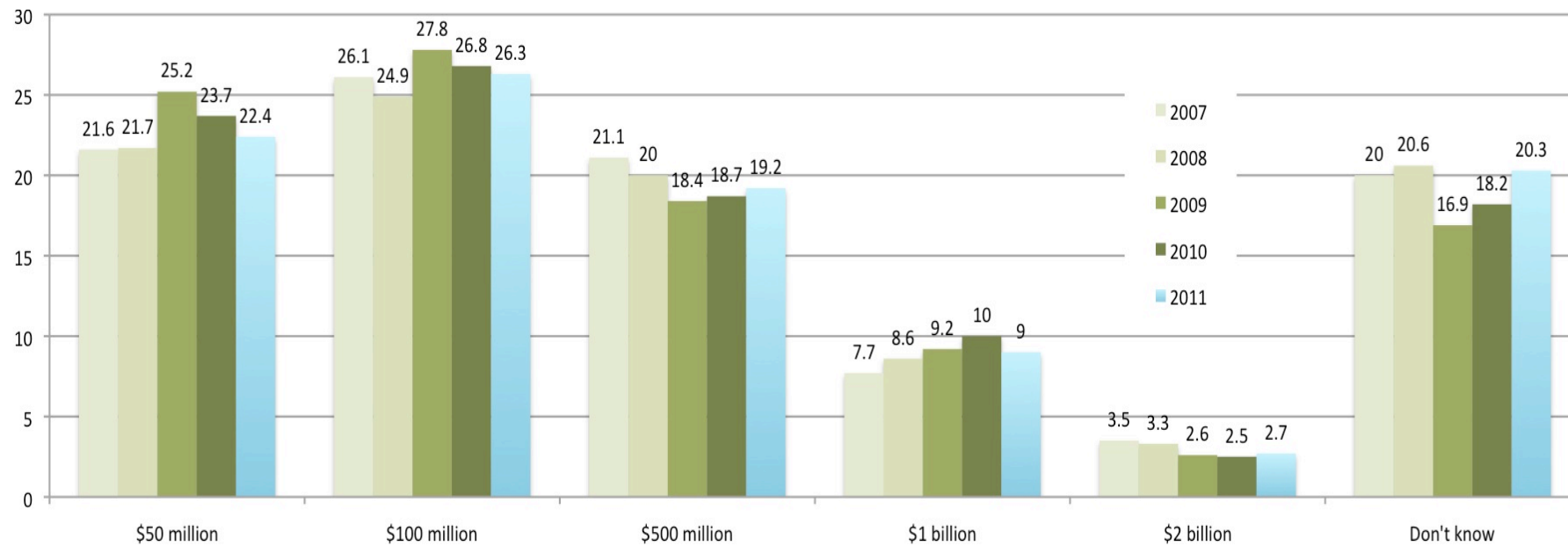


When respondents were asked what percentage of injuries they thought were preventable, more than one-third of respondents (40%) said 75% or higher, while 17.2% thought 51% to 74% were preventable and another 17% said 50% were preventable.

Male respondents were more likely than female respondents to have believed that more than 75% of injuries were preventable (41.3% vs. 34.9%).

The portion of respondents who believed more than 75% of injuries were preventable decreased slightly from 2010 though not significantly, but still shows significant improvement from 2007 (40.0% in 2011 and 30.4% in 2007 respectively).

**Q5. Based on your own estimate, which of the following best represents the annual cost to the Saskatchewan economy from preventable injuries?**



Just over one-quarter of respondents (26.3%) felt that \$100 million best represents the annual cost to the Saskatchewan economy from preventable injuries; another one-quarter (22.4%) felt that \$50 million best represented the cost and 19.2% felt it was \$500 million.

There was no significant change in the percentage of respondents choosing the correct answer (\$1 billion). There are no significant differences between 2010 and 2011 results.

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**Q6. If you were to describe the rate of off-the-job injuries to workplace injuries in Saskatchewan, which of the following phrases would you choose?**

	2007	2008	2009	2010	2011
<b>Off-the-job is about half the rate of workplace</b>	22.8%	23.4%	23.6%	23.4%	23.8%
<b>Off-the-job is about the same rate as workplace</b>	27.8%	27.7%	27.6%	27.7%	27.2%
<b>Off-the-job is about twice the rate of workplace</b>	43.8%	43.9%	45.7%	44.4%	43.7%
<b>Don't know</b>	5.5%	5.0%	3.1%	4.5%	5.3%
<b>Total</b>	100.0%	100.0%	100.0%	100%	100%

Nearly half of the respondents (43.7%) chose the phrase “Off-the-job is about twice the rate of workplace” to describe the rate of off-the-job injuries compared to workplace injuries, while 27.2% chose “Off-the-job is about the same rate as workplace” and 23.48% chose “Off-the-job is about half the rate of workplace”.

No significant differences were found between 2010 and 2011 results.

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**Q7. If you were to describe the death rate in Saskatchewan from off-the-job injuries compared to the death rate from workplace injuries, which of the following phrases would you choose?**

	2007	2008	2009	2010	2011
<b>Off-the-job is about one-fifth as high as workplace</b>	7.1%	7.4%	8.2%	7.4%	7.5%
<b>Off-the-job is about one half as high as workplace</b>	17.3%	14.1%	14.0%	14.0%	14.3%
<b>Off-the-job is the same as workplace</b>	14.8%	13.9%	14.7%	14.3%	14.2%
<b>Off-the-job is twice as high as workplace</b>	29.9%	31.5%	31.8%	32.0%	31.7%
<b>Off-the-job is five times as high as workplace</b>	23.0%	25.4%	25.6%	25.8%	24.9%
<b>Don't know</b>	8.0%	7.7%	5.6%	6.5%	7.4%
<b>Total</b>	100.0%	100.0%	100.0%	100%	100%

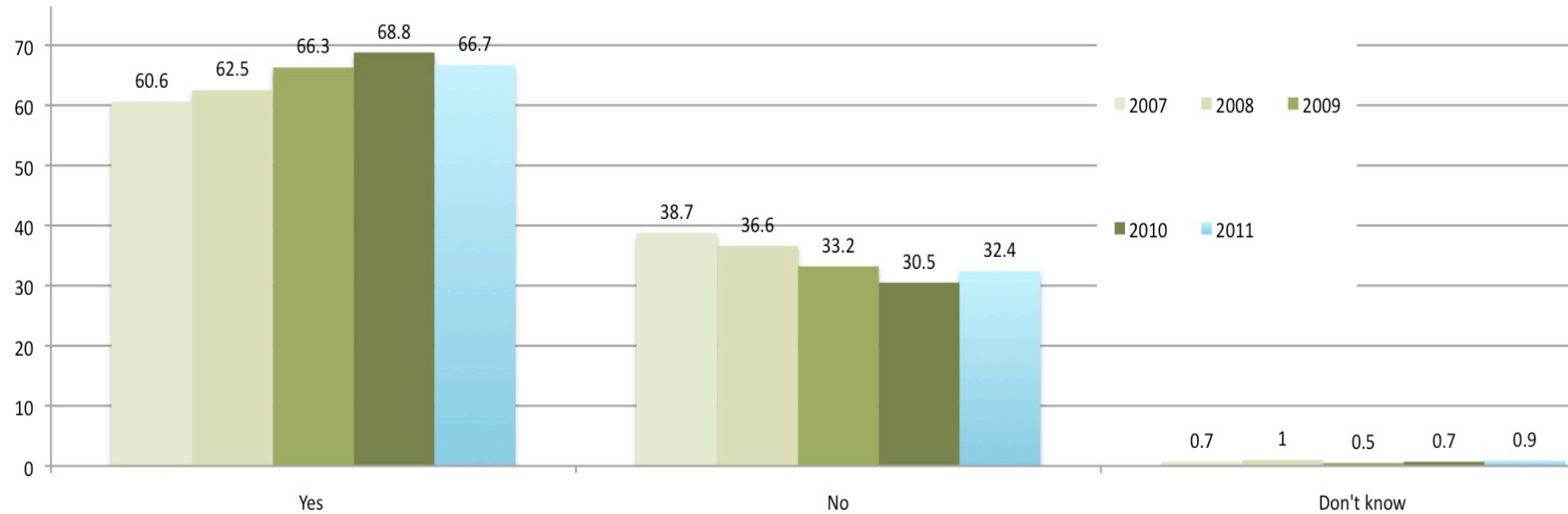
When asked to describe the death rate in Saskatchewan from off-the-job injuries compared to workplace injuries, close to one third (31.7%) chose the descriptive phrase “Off-the-job is twice as high as workplace”. Respondents who chose the phrase “Off-the-job is five times as high as workplace” accounted for approximately one-quarter (24.9%), and those choosing the phrase “Off-the-job is about one half as high as workplace” accounted for 14.3%.

No significant differences were found between 2010 and 2011 results.



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**Q8. Have members of your family ever discussed the topic of how to prevent injuries in and around your home?**



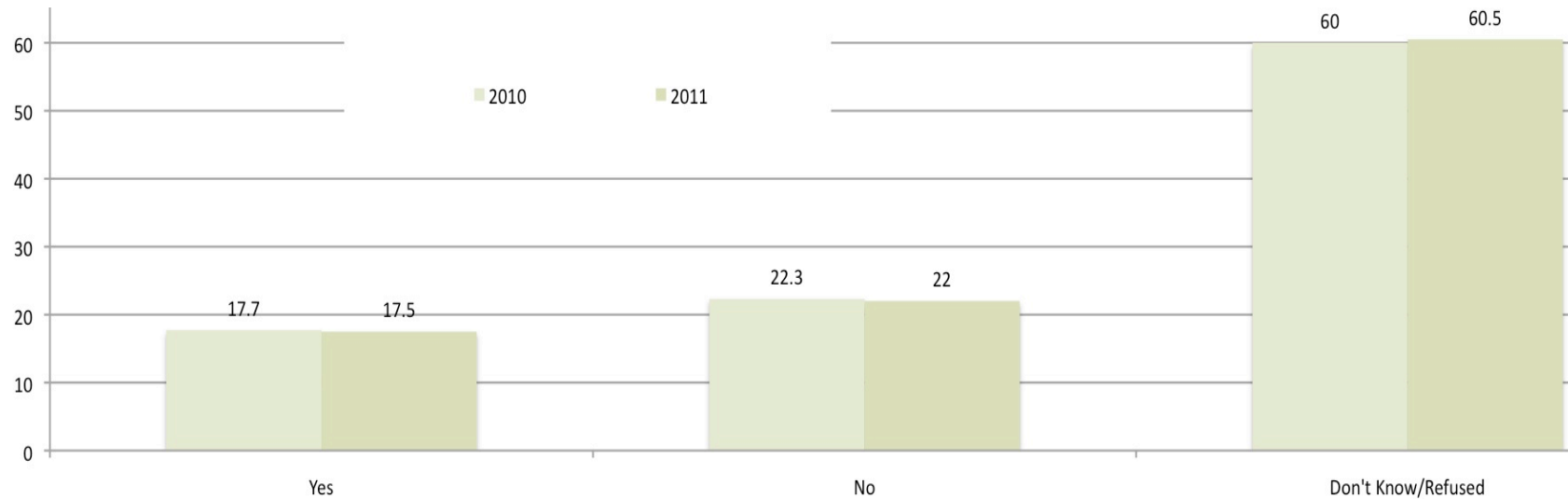
Two-thirds of respondents reported that their family had discussed the topic of how to prevent injuries in and around the home (66.7%).

Respondents who were aware of Safe Saskatchewan were more likely than those who were not aware of Safe Saskatchewan to have had discussions with their family about injury prevention (71.5% vs. 64.3%).

Even though there were no significant differences between the 2010 and 2011 results, there appeared the trend of more people had discussed the topic of injury prevention with their family continues. The percentage in 2011 (66.7%) is significant when compared to 2007 (60.6%).

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**Q9. In the recent past, do you feel you have helped prevent an injury to yourself, a family member or someone else in your community? (NEW QUESTION IN 2010)**

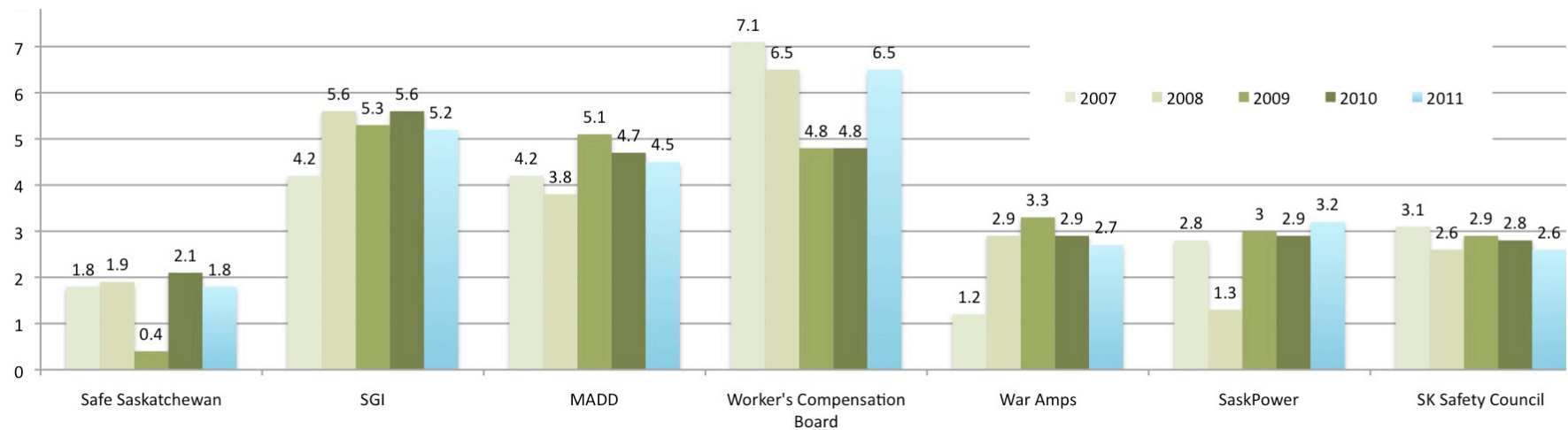


Just less than one-quarter (22%) of respondents don't feel they have helped prevent an injury in the recent past. Almost two-thirds of respondents (60.5%) were unable to answer or refused to answer the question.

There was no significant change from the 2010 survey.

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**Q10. Can you name any organizations that focus on building awareness of the impact of off-the-job injuries in Saskatchewan?**

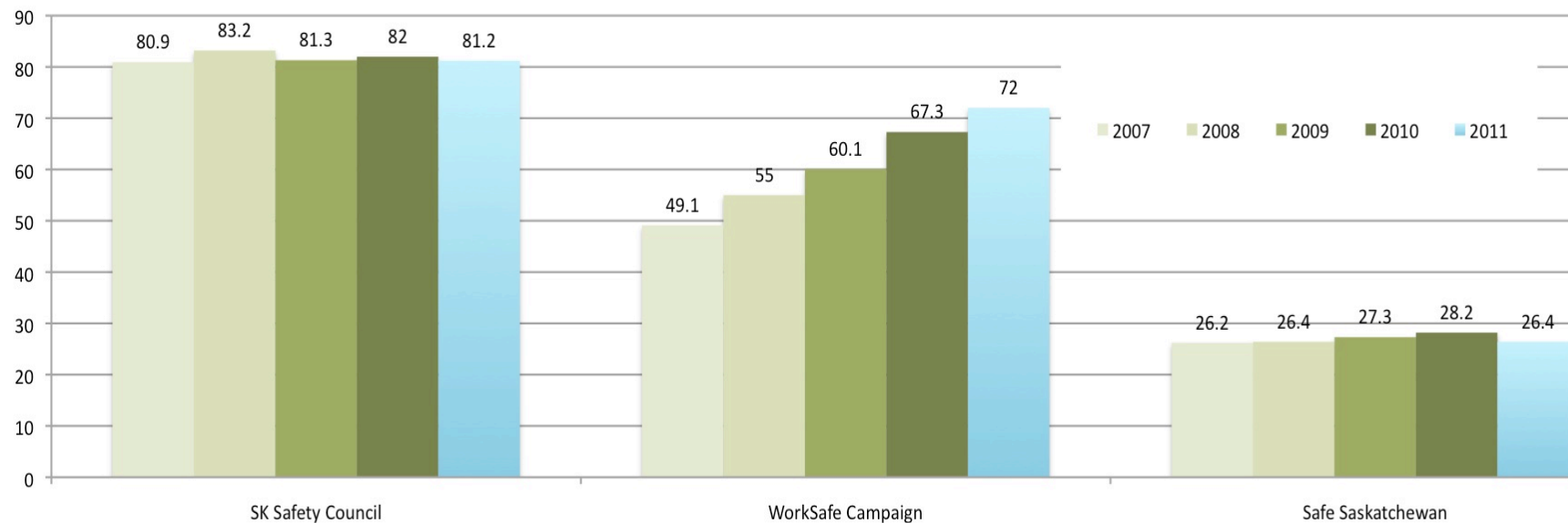


Workers' Compensation Board was mentioned by 6.5% of respondents when asked to name organizations that focus on building awareness of the impact of off-the-job injuries, SGI was mentioned by 5.2%, and MADD by 4.5%. Only 1.8% of respondents mentioned Safe Saskatchewan, which places it back within historic values (2007 and 2008).

Workers' Compensation Board by and large recovered to levels previously held in 2007 and 2008.

There was no significant change to the level of awareness of Safe Saskatchewan.

### Q11. Are you aware of ...

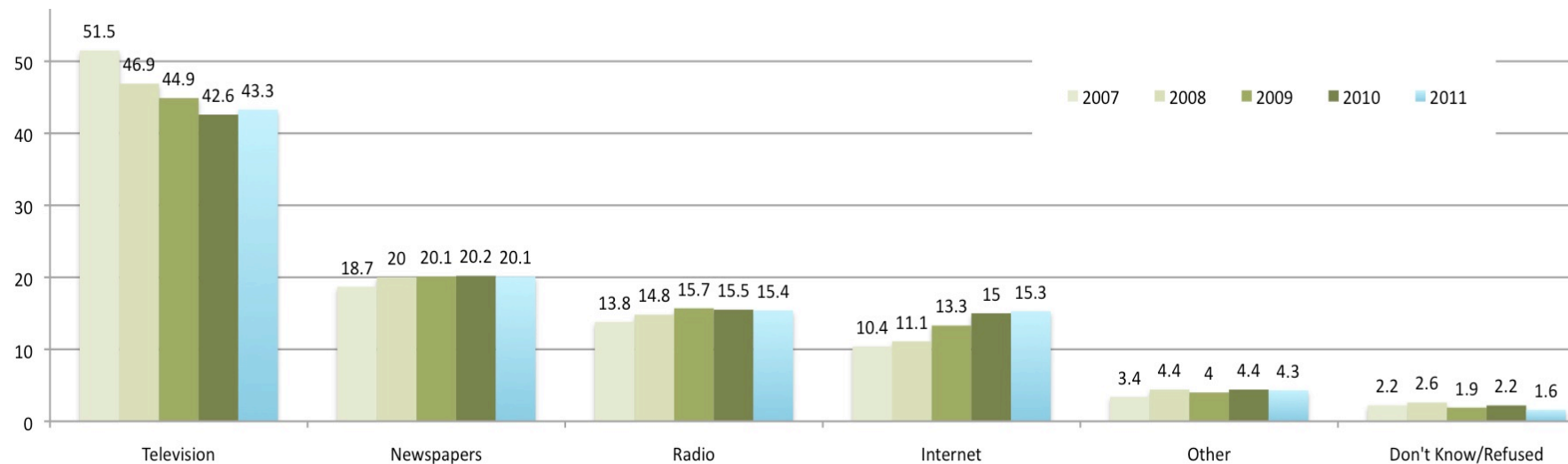


Approximately four-fifths of respondents reported being aware of the Saskatchewan Safety Council (81.2%), while 72% were aware of the WorkSafe Saskatchewan Campaign. A little more than one-quarter were aware of Safe Saskatchewan (26.4%).

Awareness of the WorkSafe Saskatchewan Campaign continues to increase year-over-year, with consistent increases in awareness from 2007 to 2011 inclusive, while awareness of the Saskatchewan Safety Council and Safe Saskatchewan remained unchanged.

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**Q12. When it comes to news and public affairs, what would you say is your main source of such information?**

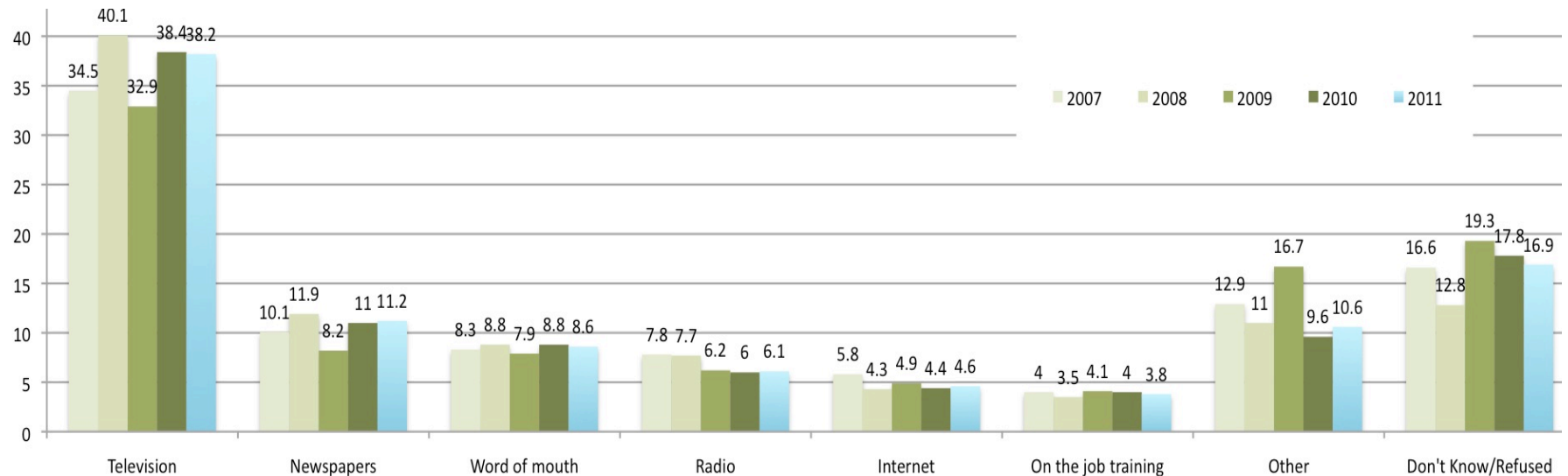


Less than half of respondents cited television as their main source of news and public affairs information (43.3%), while about one-fifth (20.1%) cited newspapers, and 15.4% mentioned the radio.

Respondents in the 18-29 age group were more likely to have cited internet as the main source of news and public affairs information than respondents in the 30-54 and 55 or older age groups (29.7%, 15.8% and 4.7% respectively).

No significant differences were found between 2010 and 2011 results, however, television continues to be significantly less likely the main source of news and public affairs information.

**Q13. When it comes to an issue like injury prevention, what would you say impacts you the most?**



When respondents were asked what information medium impacted them the most when it came to an issue like injury prevention, television was the most popular answer, as mentioned by about one-third of respondents (38.2%). Newspapers were mentioned by another 11.2%, and 8.6% mentioned word of mouth.

Television, as the medium with the most impact, was mentioned by significantly more respondents in 2011 than all other forms of media combined (38.2% vs 34.3%).

**Q14. Where would you prefer to obtain information about injury prevention from?**



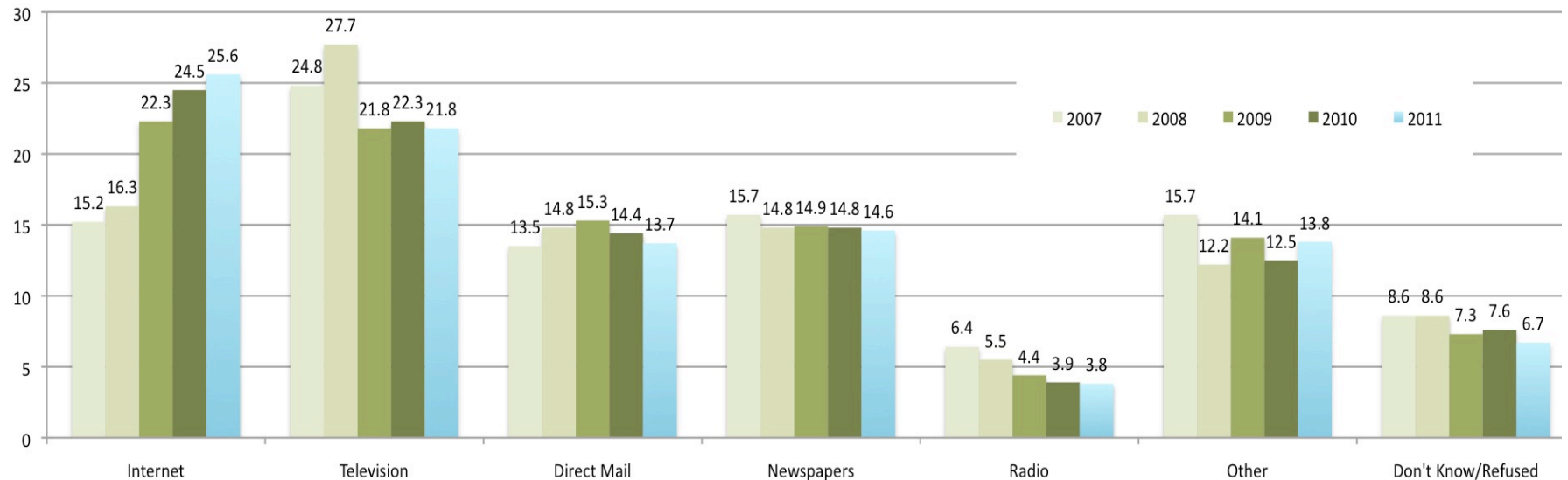
Just over one-quarter of respondents preferred to obtain information about injury prevention from the TV (25.5%), while another 20.4% preferred the internet, and 12.7% preferred newspapers.

Urban respondents were significantly more likely than rural respondents to have preferred to obtain injury prevention information via the internet (24.9% vs. 12.8%). Respondents in the 18-29 age group were also more likely to have preferred obtaining information via the internet (40.1%).

No significant differences were found between 2010 and 2011 results, however, in general since 2007, the internet continues to be a more preferred option for obtaining information about injury prevention, while the radio continues to decline.

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**Q15. Where would you prefer to learn more about Safe Saskatchewan from?**



Nearly one-quarter of respondents preferred to learn more about Safe Saskatchewan from the internet (25.6%), while 21.8% preferred television and 14.6% preferred newspapers.

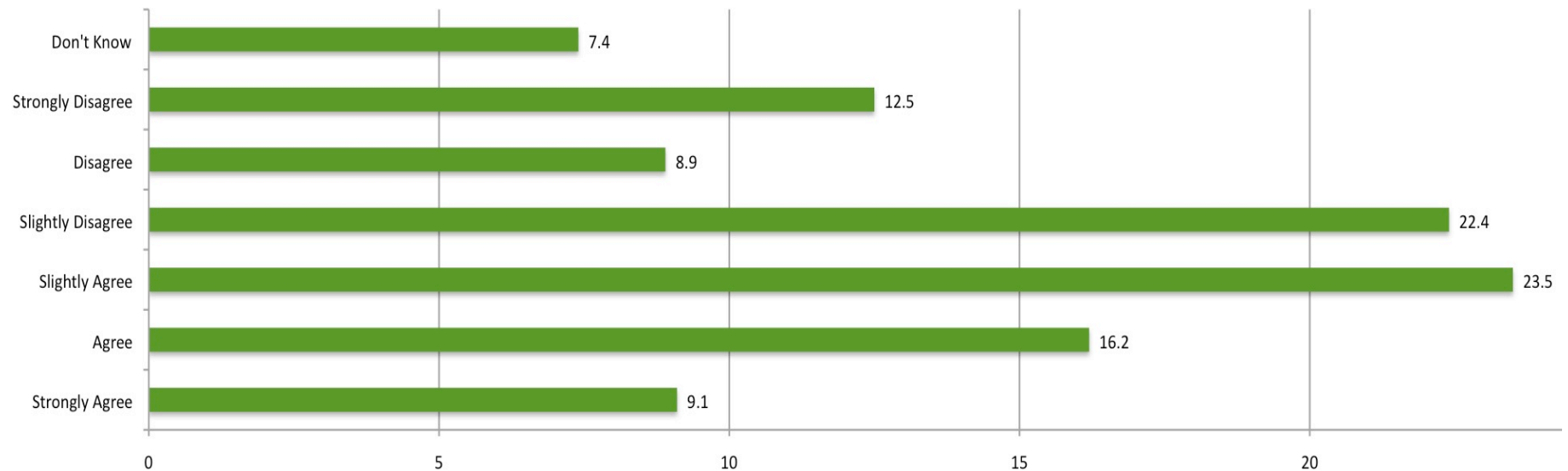
Urban respondents were significantly more likely than rural respondents to have preferred to learn about Safe Saskatchewan from the internet (29.3% vs. 19.1%). Respondents in the 18-29 age group were also more likely to have preferred to learn about Safe Saskatchewan from the internet (51.1%).

The internet continues a significant trend since 2007 as a preference to learn more about Safe Saskatchewan.



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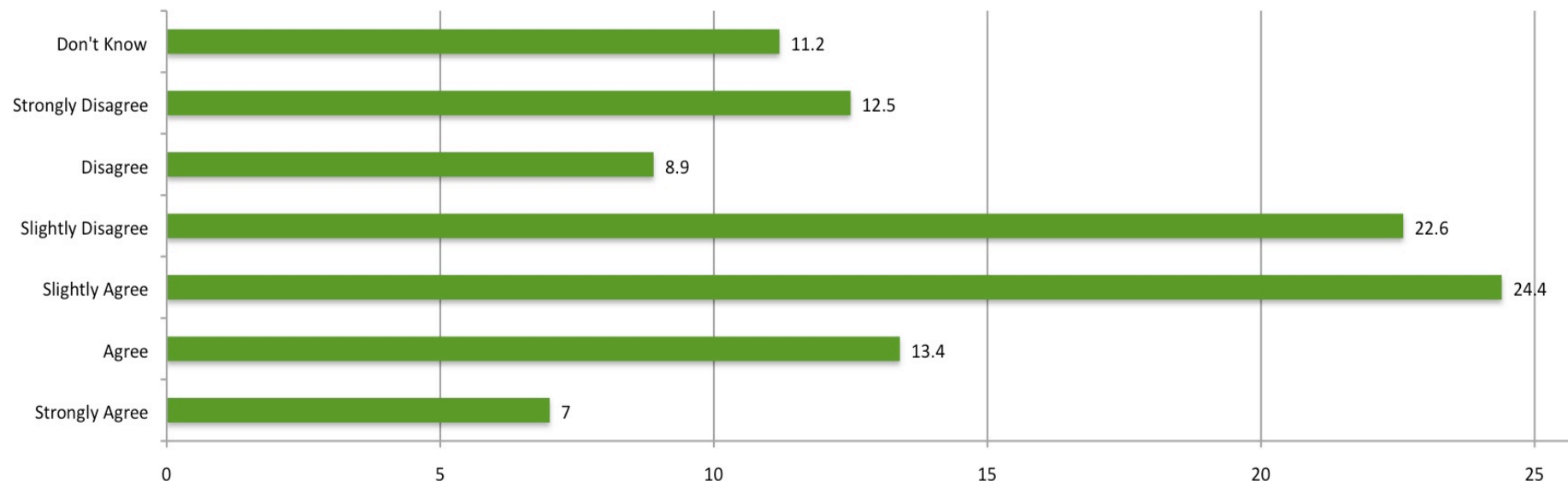
**Q16. NEW QUESTION FOR 2011 - I am aware of the impact an unintentional injury would have on my life?**



Nearly one-quarter of respondents (23.5%) slightly agree with the statement that they are aware of the impact an unintentional injury would have on their life. Those who include disagree in their response (43.8%) are not significantly different from those who include agree in their response (48.8%).

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**Q17. NEW QUESTION FOR 2011 - I have made a change in my physical environment in the last year to reduce injuries?**



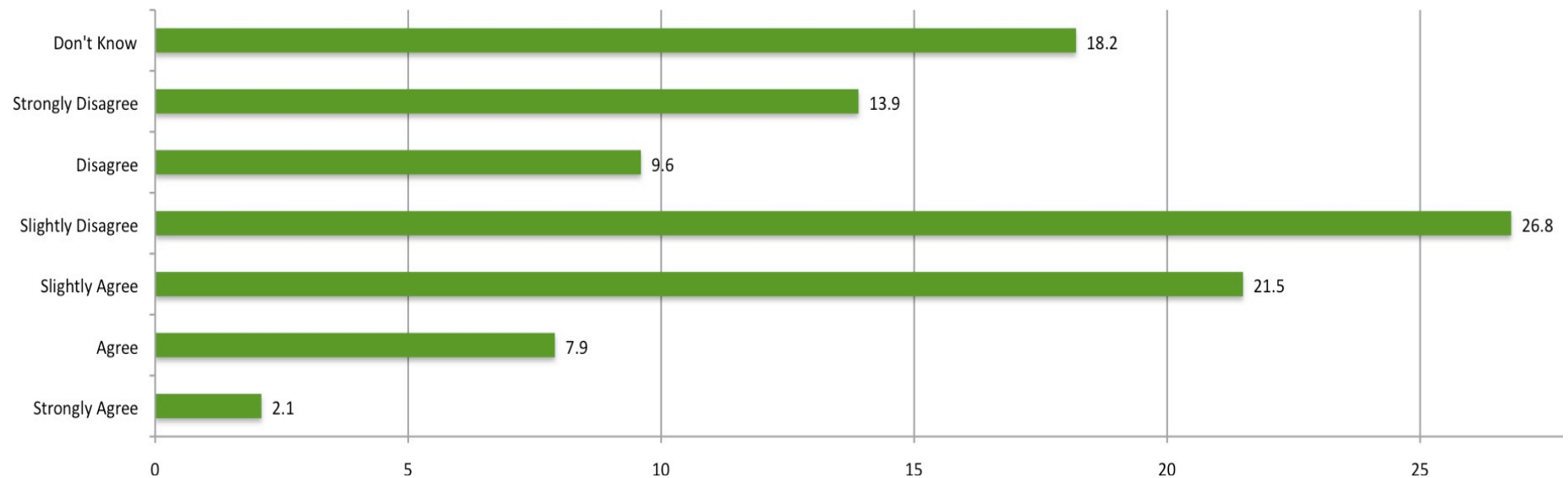
Nearly one-quarter of respondents (24.4%) slightly agree with the statement that they have made a change in their personal physical environment in the last year to reduce injuries, which is statistically similar as those who slightly disagree with the statement (22.6%).

Just over one in 10 respondents did not answer this question (11.2%).

Those who include disagree in their response (8.9%) are not significantly different from those who include agree in their response (13.4%).

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**Q18. NEW QUESTION FOR 2011 – I recognize that FFRC results in unintentional injuries occurring?**



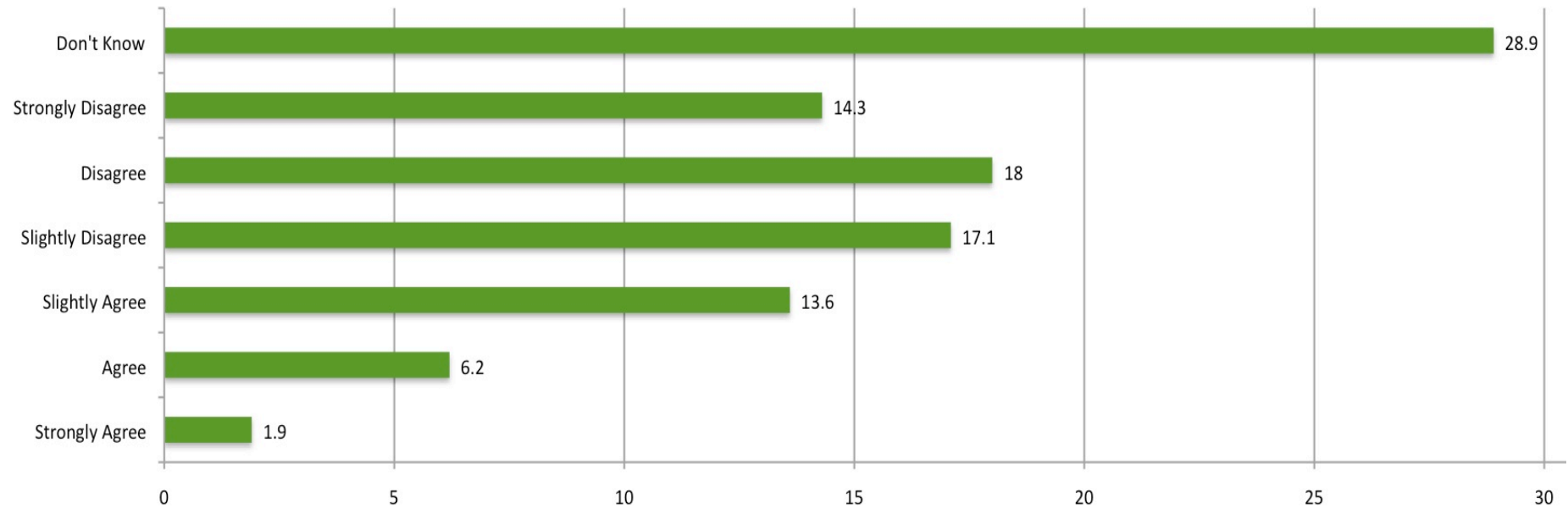
Over one-quarter of respondents (26.8%) slightly disagree with the statement that they recognize that FFRC results in unintentional injuries occurring. Those who slightly agree with the statement totaled 21.5%.

Nearly one-fifth of all respondents did not know how to answer this question (18.2%).

Those who include disagree in their response (50.3%) significantly outnumber those who include agree in their response (31.5%).

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**Q19. NEW QUESTION FOR 2011 – I work to minimize FFRC in my life in order to reduce the opportunities for injuries to occur?**



Over one-quarter of all respondents did not know how to answer this question (28.9%).

Nearly one-fifth of respondents (18%) disagree with the statement that they work to minimize FFRC in their life in order to reduce the opportunities for injuries to occur. Those who slightly disagree with the statement totaled 17.1%.

Those who lean include disagree in their response (49.4.3%) significantly outnumber those who include agree in their response (21.7%).

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appendix A

CATI survey instrument

## Survey: Safe Saskatchewan - field

Hello, my name is \_\_\_\_\_, and I'm calling from Norsask Consumer Interviewing Services. We are a professional public opinion research company and today we're calling a random sample of Saskatchewan residents to ask their opinions about current issues. We are not selling anything. We are only collecting public opinions, and the survey will only take approximately 5 minutes of your time. For the purpose of this survey I need to speak to a person living in your household who is 18 years of age or older and is a Canadian citizen. Would that be you?

Yes - Continue	01			
NA/AM	NA	=> /END		
Busy	BU	=> /END		
Callback appointment	CB	=> /NAME		
Business number	BN	=> /END		
Call blocked	BL	=> /END		
NIS	NI	=> /END		
Language/Hearing	LH	=> /END		
Respondent not available during the duration of project	RN	=> /END		
Soft Refusal	SR	=> /END		
Hard Refusal (Don't ever call again)	RE	=> /END		
Fax/Cell phone	FX	=> /END		
No Canadian citizen	DC	=> /END		
Nobody 18 or older	DA	=> /END		

## GENDER

Record gender (DO NOT ASK):

Male	1			
Female	2			

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**Q1**

Q1. What do you think is the leading cause of death for Canadians under the age of 45? (DO NOT READ LIST)

Cancer	01			
Heart disease	02			
Respiratory disease	03			
Diabetes	04			
Injuries	05			
Other (Specify: _____)	88			
Don't know	99			
Accidents	06			
Alcohol Abuse/Alcoholism	07			
Car Accidents	08			
Drinking and Driving	09			
Drugs (general)	10			
Heart Attack	11			
Obesity	12			
Smoking	13			
Suicide	14			
Stress	15			

**Q2**

Q2. The total economic cost of diseases in Canada is high. Which of the following diseases do you think has the greatest economic cost to Canada... (READ LIST)

Cancer	01			
Heart disease	02			
Respiratory disease	03			
Diabetes	04			
Other (Specify: _____)	88			
Don't know	99			
All of the above	05			
Obesity	06			

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**Q3INT**

Q3. Besides diseases, injuries like falls, traffic incidents, and poisonings also have an economic impact to our country. On a scale from 1 to 5, where 1 is the least impact and 5 is the greatest impact, how would you rate the following for their economic cost to the country?

Continue	1			
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**Q3A**

...Cancer

1 - Least impact	1			
2	2			
3	3			
4	4			
5 - Greatest impact	5			
Don't know	6			

**Q3B**

... Heart disease

1 - Least impact	1			
2	2			
3	3			
4	4			
5 - Greatest impact	5			
Don't know	6			

**Q3C**

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... Respiratory disease

1 - Least impact	1				
2	2				
3	3				
4	4				
5 - Greatest impact	5				
Don't know	6				

### Q3D

... Diabetes

1 - Least impact	1				
2	2				
3	3				
4	4				
5 - Greatest impact	5				
Don't know	6				

### Q3E

... Injury

1 - Least impact	1				
2	2				
3	3				
4	4				
5 - Greatest impact	5				
Don't know	6				

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**Q4**

Q4. What percentage of injuries do you think are predictable and preventable?

Don't know	999			
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**Q5**

Q5. Based on your own estimate, which of the following best represents the annual cost to the Saskatchewan economy from preventable injuries: (READ LIST)

\$50 million;	1			
\$100 million;	2			
\$500 million;	3			
\$1 billion; or	4			
\$2 billion	5			
Don't know	6			

**Q6**

Q6. Off-the-job injuries can be defined as any injury that occurs away from the workplace, such as in and around the home, on playgrounds, on the road system while not at work, or in public. Workplace injuries are defined as those injuries that occur during the course of employment. If you were to describe the rate of off-the-job injuries to workplace injuries in Saskatchewan, which of the following phrases would you choose? (READ LIST)

Off-the-job injuries are about half the rate of workplace injuries	1			
Off-the-job injuries are about the same rate as workplace injuries	2			
Off-the-job injuries are about twice the rate of workplace injuries.	3			
Don't know	4			

**Q7**

Q7. If you were to describe the death rate in Saskatchewan from off-the-job injuries compared to the death rate from workplace injuries, which of the following phrases would you choose? (READ LIST)

The death rate from off-the-job injuries is about one-fifth as high as the death rate from workplace injuries.	1			
The death rate from off-the-job injuries is about one half as high as the death	2			

rate from workplace injuries					
The death rate from off-the-job injuries is the same as the death rate from workplace injuries.	3				
The death rate from off-the-job injuries is twice as high as the death rate from workplace injuries	4				
The death rate from off-the-job injuries is five times as high as the death rate from workplace injuries	5				
Don't know	6				

### Q8

Q8. Have members of your family ever discussed the topic of how to prevent injuries in and around your home?

Yes	1				
No	2				
Don't know	3				

### Q9

Q9. In the recent past, do you feel you have been helped prevent an injury to yourself, a family member or someone else in the community?

Yes	1				
No	2				
Don't know	3				

### Q10

Q10. I want you to think of just off-the-job injuries. Can you name any organizations that focus on building awareness of the impact of off-the-job injuries in Saskatchewan? (DO NOT READ LIST, PROBE UNTIL UNPRODUCTIVE)

Safe Saskatchewan	01				
Saskatchewan Safety Council	02				

WorkSafe Saskatchewan	03			
Worker's Compensation Board (WCB)	04			
Other (Specify:_____)	88			
Don't know	99			
Acquired Brain Injury	05			
Blue Cross	06			
Farm Safety	07			
Fire Department	08			
Government	09			
MADD	10			
Occupational Health and Safety	11			
Red Cross	12			
Saint John Ambulance	13			
SaskPower	14			
Schools	15			
SGL	16			
War Amps	17			
SADD	18			
Media/Play Safe Ads	19			
Health Districts	20			
Sports Associations	21			
Saskatchewan Abilities Council	22			
Safety Training (general)	23			
SaskEnergy	24			

#### Q11A

Q11a. Are you aware of... ..The Saskatchewan Safety Council?

Yes	1			
No	2			

#### Q11B

Q11b. Are you aware of... ..The WorkSafe Saskatchewan campaign?

Yes	1			
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No

2

### Q11C

Q11c. Are you aware of... ..Safe Saskatchewan?

Yes

1

No

2

### Q12

Q12. When it comes to news and public affairs, what would you say is your main source of such information? That is, the place you are most likely to access news and public affairs information? (DO NOT READ, MARK ONE RESPONSE ONLY)

Billboards

01

Direct Mail

02

Magazines

03

Newspapers

04

Internet

05

Radio

06

Television

07

Word of Mouth/Friends and Family

08

Other (Please Specify: \_\_\_\_\_)

88

Don't Know/Refused

99

Common Sense

09

Education

10

On the Job Training/Work Training/Employer

11

Personal Experience

12

Flyers

13

Workshops/Seminars

16

Pamphlets/Brochures

17

PSA/Advertising

18

Safety Council

19

Public Health District/Organization

20

Phone Book

21

WCB

22

Government (general)

23

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**Q13**

Q13. When it comes to an issue like injury prevention, what would you say impacts you the most? That is, what kind of communications is most likely to affect your decision making about this subject? (DO NOT READ LIST, MARK ONE RESPONSE ONLY)

Billboards	01			
Direct Mail	02			
Magazines	03			
Newspapers	04			
Internet	05			
Radio	06			
Television	07			
Word of Mouth/Friends and Family	08			
Other (Please Specify: _____)	88			
Don't Know/Refused	99			
Common Sense	09			
Education	10			
On the Job Training/Work Training/Employer	11			
Personal Experience	12			
Flyers	13			
Schools	14			
Doesn't Matter	15			
Workshops/Seminars	16			
Pamphlets/Brochures	17			
PSA/Advertising	18			
Safety Council	19			
Public Health District/Organization	20			
Phone Book	21			
WCB	22			
Government (general)	23			

# Q14

Q14. Where would you prefer to obtain information about injury prevention from? (DO NOT READ LIST, MARK ONE RESPONSE ONLY)

Billboards	01			
Direct Mail	02			
Magazines	03			
Newspapers	04			
Internet	05			
Radio	06			
Television	07			
Word of Mouth/Friends and Family	08			
Other (Please Specify: _____)	88			
Don't Know/Refused	99			
Common Sense	09			
Education	10			
On the Job Training/Work Training/Employer	11			
Personal Experience	12			
Flyers	13			
Schools	14			
Doesn't Matter	15			
Workshops/Seminars	16			
Pamphlets/Brochures	17			
PSA/Advertising	18			
Safety Council	19			
Public Health District/Organization	20			
Phone Book	21			
WCB	22			
Government	23			

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**Q15**

Q15. Safe Saskatchewan is a not-for-profit organization which is aiming to improve awareness of the impact of unintentional injuries especially injuries that occur away from the workplace - in Saskatchewan. Where would you prefer to learn more about Safe Saskatchewan from? (DO NOT READ LIST, MARK ONE RESPONSE ONLY)

Billboards	01			
Direct Mail	02			
Magazines	03			
Newspapers	04			
Internet	05			
Radio	06			
Television	07			
Word of Mouth/Friends and Family	08			
Other (Please Specify: _____)	88			
Don't Know/Refused	99			
Common Sense	09			
Education	10			
On the Job Training/Work Training/Employer	11			
Personal Experience	12			
Flyers	13			
Schools	14			
Doesn't Matter	15			
Workshops/Seminars	16			
Pamphlets/Brochures	17			
PSA/Advertising	18			
Safety Council	19			
Public Health District/Organization	20			
Phone Book	21			
WCB	22			
Government (general)	23			



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**Q16**

Q16. Do you agree or disagree with the following statement: I am aware of the impact an unintentional injury would have on your life. (READ LIST, MARK ONE RESPONSE ONLY)

Strongly Agree	01			
Agree	02			
Slightly Agree	03			
Slightly Disagree	04			
Disagree	05			
Strongly Disagree	06			
Don't Know/Refused	99			

**Q17**

Q17. Do you agree or disagree with the following statement: I have made a change in my physical environment in the last year to reduce injuries. (READ LIST, MARK ONE RESPONSE ONLY)

Strongly Agree	01			
Agree	02			
Slightly Agree	03			
Slightly Disagree	04			
Disagree	05			
Strongly Disagree	06			
Don't Know/Refused	99			

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**Q18**

Q18. In the world of injury awareness and prevention there is a concept known as Fatigue, Frustration, Rushing and Complacency or FFRC for short. Do you agree or disagree with the following statement: I recognize that FFRC results in unintentional injuries occurring. (READ LIST, MARK ONE RESPONSE ONLY)

Strongly Agree	01			
Agree	02			
Slightly Agree	03			
Slightly Disagree	04			
Disagree	05			
Strongly Disagree	06			
Don't Know/Refused	99			

**Q19**

Q19. Do you agree or disagree with the following statement: I work to minimize FFRC in my life in order to reduce the opportunities for injuries to occur. (READ LIST, MARK ONE RESPONSE ONLY)

Strongly Agree	01			
Agree	02			
Slightly Agree	03			
Slightly Disagree	04			
Disagree	05			
Strongly Disagree	06			
Don't Know/Refused	99			

**D1**

DEMOGRAPHICS D1. Please stop me when I come to the category in which your age falls... (READ LIST)

18 to 24	1			
25 to 29	2			
30 to 44	3			
45 to 54	4			
55 to 64	5			
65 +	6			
Don't Know/Refused	7			

**D2**

D2. Which of the following best describes where you live? (READ LIST)

Farm/Acreage	1			
Community under 5,000 Population	2			
Community under 10,000 Population	3			
Community under 20,000 Population	4			
Community under 30,000 Population	5			
Community of more than 30,000 Population	6			
Don't Know/Refused	7			

**D3**

D3. And could I please get the first three digits of your home Postal Code:

Don't know/Refused	999			

**VERF1**

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First name verification

**VERF2**

Phone number is correct?

Correct

1

=> +2

Not correct

2

**VERF3**

Please enter correct phone number

**INT99**

That completes all the questions I have for you. Thank you very much for your time and for sharing your opinions!