

## Safety Management Study

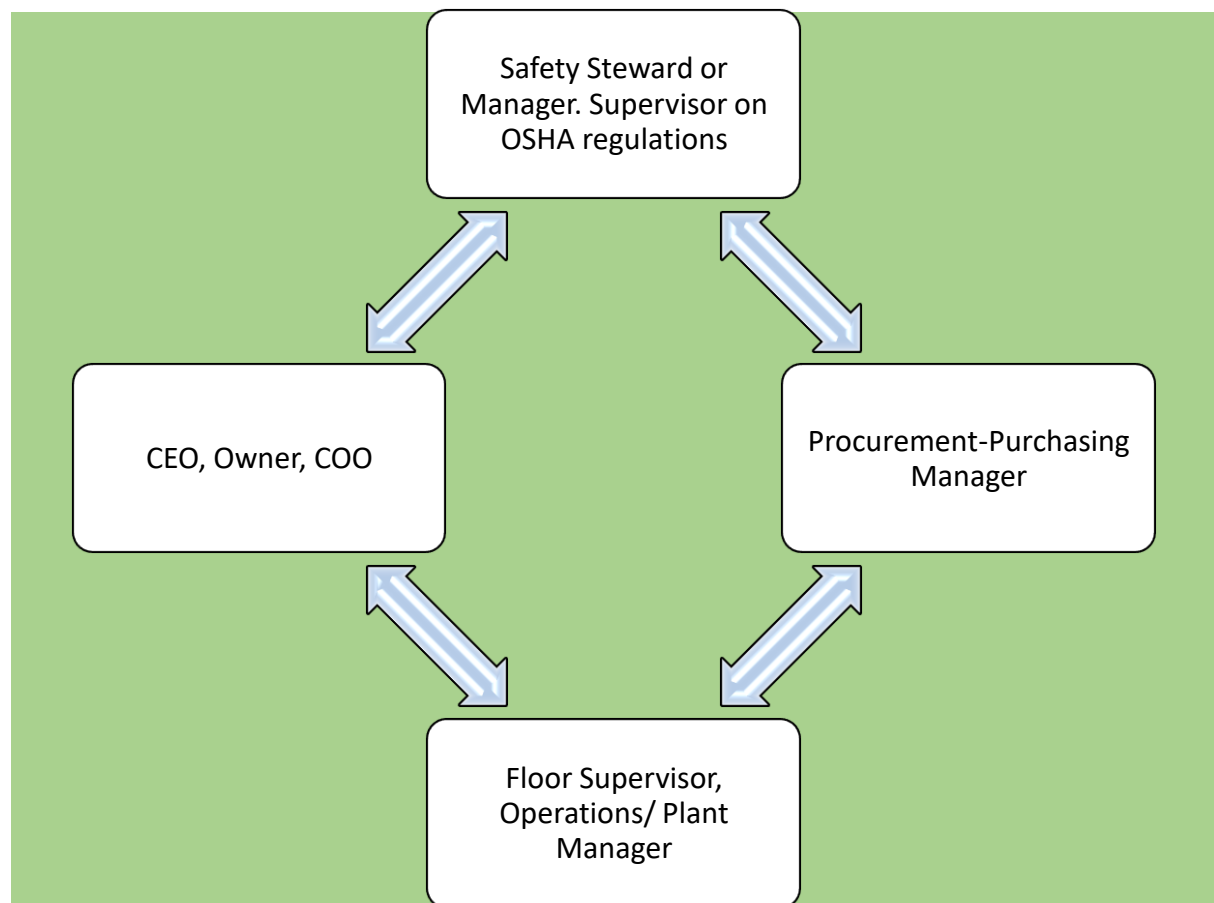
### Background:

A study of Safety Managers and those responsible for purchasing safety equipment, specifically fire resistant garments used in workplaces. The purpose of the research is to gain better insight into the needs of companies using fire resistant products, learn more about employee compliance when using these products and what could be done to improve the products currently on the market.

### Methodology:

Pretty niche audience and a flow on to previous study. Client wanted to explore the option of online due to current budget restrictions because of economic climate. We worked with a long term trusted partner to fine tune a screener.

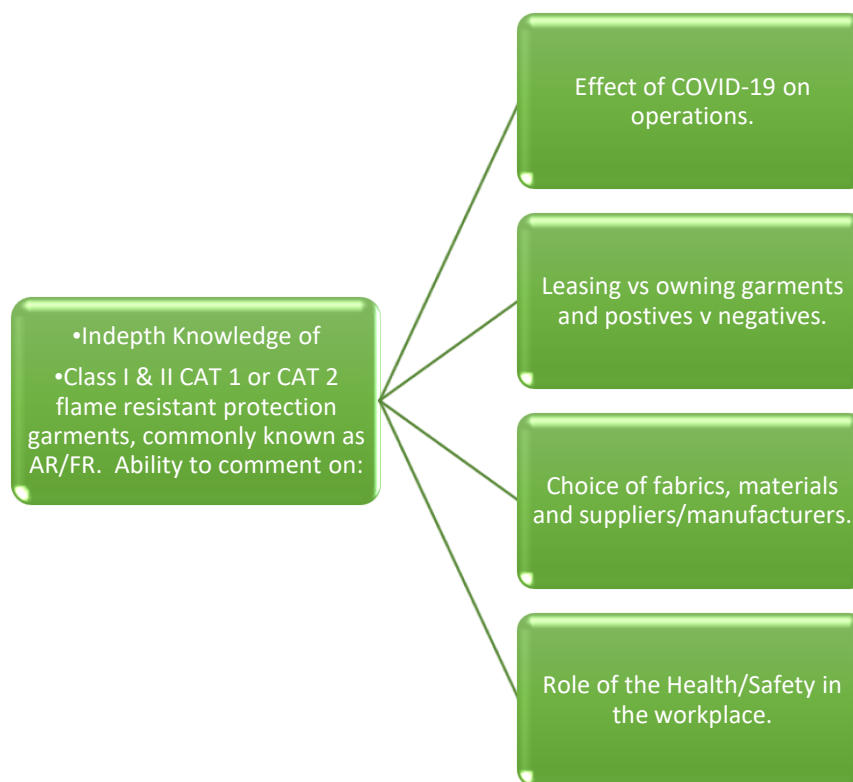
### Participant Profile & Quotas:



**Sample Split:**

- ◇ **Oil & Gas - Minimum N=100**
- ◇ **Public Utilities - Minimum N=100**
- ◇ **General Manufacturing - Minimum N=50**

**Key study components:**



**Conclusion:**

The screening criteria was quite specific, so we programmed to manage the industry sector, the respondent profile and also the day to day responsibility. We needed to ensure all participants had sufficient knowledge of all key components of the survey. We engaged a partner to supplement these harder to reach targets and throughout carried out extensive QC with some industry knowledge-based questions. This approach resulted in some excellent responses and robust data for our client matching previous waves of CATI studies from the past.