

# **SURVEY RESULTS**

## **SAFETY POSITIONING SURVEY**

**Prepared for:  
SASKPOWER**

**April 2001**

**Pulse Research Limited  
202-2750 Faithfull Ave.  
Saskatoon, Saskatchewan S7K 6M6  
Phone: (306) 683-6351  
Fax: (306) 242-9827  
E-Mail: [pulse\\_research@calibrestrategic.com](mailto:pulse_research@calibrestrategic.com)  
Website: [www.calibrestrategic.com](http://www.calibrestrategic.com)**

# TABLE OF CONTENTS

<b><u>EXECUTIVE SUMMARY</u></b> .....	<b>i</b>
<b><u>1.0 INTRODUCTION</u></b> .....	<b>1</b>
<b><u>2.0 METHODOLOGY</u></b> .....	<b>1</b>
<u>2.1 QUESTIONNAIRE DESIGN</u> .....	1
<u>2.2 SURVEY SAMPLE</u> .....	1
<u>2.3 SURVEY ADMINISTRATION</u> .....	1
<u>2.4 RESPONSE RATES</u> .....	2
<u>2.5 SURVEY ANALYSIS</u> .....	2
<b><u>3.0 RESULTS</u></b> .....	<b>4</b>

## List of Appendices

- Appendix One: Survey Questionnaire
- Appendix Two: “Other” survey responses

# EXECUTIVE SUMMARY

## Background

Pulse Research Limited was retained by SaskPower to conduct a survey of 500 Saskatchewan residents regarding the position of SaskPower in promoting safety awareness amongst Saskatchewan residents. The objectives of the research project are to define the attitudes of Saskatchewan residents toward the generic issue of safety and the role SaskPower should play in dealing with safety.

## Profile of Respondents

- **Gender:** Slightly more half of the respondents were female (51.0%), and 49.0% were male.
- **Age:** The age distribution of the sample was similar to that of the actual population in the province, with 13.8% being between the ages of 18 and 24, 17.1% between 25 and 34, 20.6% between 35 and 44, 16.8% between 45 and 54, 11.0% between 55 and 64, and 19.3% 65 years or over.
- **Income:** The most common annual household income category was that of between \$25,000 and \$49,999 (24.8%), followed by the categories of less than \$25,000 (18.2%) and \$50,000 to \$74,999 (17.5%). Respondents with an annual household income of between \$75,000 and \$99,999 accounted for 7.7%; and 3.4% of the respondents reported to have an annual income of \$100,000 or more. A total of 28.6% of the respondents declined to answer the question.
- **Residency:** Approximately two-fifths of the respondents resided in Saskatoon or Regina (20.1% and 21.2% respectively). Another 14.1% resided in another community of 10,000 or greater population. Less than one-third of the respondents (32.2%) lived in a community of less than 10,000 population; and 12.4% lived on a farm or outside of any community.
- **Occupation:** The most common occupations were in clerical, sales, and service, with approximately one in every seven of the respondents (15.4%) being in these occupations. Approximately one in every eight (13.0%) was in a management or professional occupation. Respondents in farming or agricultural-related occupations accounted for 8.5%. Another 20.9% of the respondents were retired.
- **Education:** The largest proportion of the respondents had completed high school (28.2%), followed by those who did not complete high school (18.6%) and those completed technical diploma or certificate (15.2%). Respondents who had had a Bachelor's degree accounted for 12.7%.

## Major Findings

- 96.0% of the respondents agreed that information and advertising campaigns about safety are an important means of educating the public about safety issues;
- 83.8% of the respondents agreed that safety campaigns result in fewer accidents;
- When thinking about safety, SGI and SaskPower were the two companies mentioned most by the respondents (20.6% and 12.0% respectively);
- 57.3% of the respondents rated SaskPower’s concern for safety “very high” or “high”, and another 24.8% rated “medium”;
- 50.2% of the respondents indicated that SaskPower’s concern for safety had increased, whereas 4.7% indicated otherwise;
- SaskPower’s “Come home safe today” was the most recalled campaign message, with 31.2% recalling seeing or hearing the message; Respondents in the following demographic groups were more likely to have remembered the message:
  - Respondents in the 25 – 54 age group;
  - Respondents with an education of high school graduation or higher; and
  - Respondents with an annual household income between \$25,000 – \$99,999.
- The Power Line Safety (“Look up and live”) campaign was also successful in targeting the following demographic groups:
  - Respondents in the 45 – 64 age group;
  - Farmers; and
  - Respondents residing outside of Saskatoon and Regina.
- The hardest to reach campaign audience were people in the following demographic groups:
  - Respondents who were over 64 years of age;
  - Respondents who had an education of high school or less;
  - Respondents who had an income of \$49,999 or less; and
  - Respondents who had an income of \$100,000 or more.
- 71.8% of the respondents indicated that SaskPower has a “major” or “substantial” responsibility for supporting initiatives that educate the public about safety issues.
- 89.3% of the respondents believed that it is appropriate for SaskPower to spend money on public safety campaigns as part of its business operations.
- 52.2% of the respondents believed that SaskPower should place high priority on safety campaigns; and another 38.4% indicated that safety campaigns should have medium priority.

- 41.6% of the respondents indicated that young people should be the primary target audience of SaskPower's safety campaigns.
- 54.2% of the respondents were in favor of safety campaigns that deal with electrical power only, whereas 38.8% suggested that the campaigns should be on broader topics.
- Television was considered to be the best medium to deliver safety messages (68.0%).
- 64.8% of the respondents supported the use of graphic images in safety campaigns. However, respondents in the 25 – 54 age group were less supportive of the idea (58.4% support rate).

## **1.0 INTRODUCTION**

Pulse Research Limited was retained by SaskPower to conduct a survey of 500 Saskatchewan residents regarding the position of SaskPower in promoting safety awareness amongst Saskatchewan residents. The objectives of the research project are to define the attitudes of Saskatchewan residents toward the generic issue of safety and the role SaskPower should play in dealing with safety.

## **2.0 METHODOLOGY**

### **2.1 Questionnaire Design**

The questionnaire was designed by SaskPower in conjunction with MGM Communications and Pulse Research Limited representatives. Both closed and open-ended questions were used to gather information. The questionnaire was pretested and adjustments were made as necessary to improve wording clarity. See Appendix One for a copy of the survey.

### **2.2 Survey Sample**

In total, 501 surveys were conducted with a representative sample of Saskatchewan's population. The sample was randomly generated by Pulse Research Limited using its latest edition of CanadaPhone CD-ROM.

The total sample size and the corresponding margin of error of results were as follows:

Sample size:            501            ± 4.4 percent

### **2.3 Survey Administration**

Telephone calls were made between 8:30 a.m. and 9:00 p.m. from March 28 to April 2, 2001. All surveys were administered by Pulse Research Limited.

The number of surveys administered on each of the survey dates were as follows:

<u>Date</u>	<u>Number</u>
March 28	99
March 29	177
March 30	109
April 2	116
<b>Total</b>	<b>501</b>

## 2.4 Response Rates

<b>RESPONSE RATES</b>		
<b>CONTACT</b>	<b>NUMBER</b>	<b>PERCENTAGE</b>
<b>Successful Contact</b>		
Completed	501	40.7%
Declined	673	54.7%
Not Qualified	56	4.6%
<b>TOTAL</b>	<b>1,230</b>	<b>100.0%</b>
<b>Unsuccessful Contact</b>		
Busy Signals/No Answer/ Answer Machine/ Not available	1,608	81.1%
Not in Service/Fax/Wrong Number	375	18.9%
<b>TOTAL</b>	<b>1,983</b>	<b>100.0%</b>

In total, 1,230 households were successfully contacted in the survey, 500 of which resulted in the completion of the survey. The proportion of respondents declining to participate in the survey was 54.7%; the reasons for declining to participate included:

- Not interested
- Too busy
- Don't do surveys

1,983 calls were classified as unsuccessful attempts, which included No Answer/Answer Machine/Not available (81.1%), and incorrect phone numbers (18.9%)

## 2.5 Survey Analysis

All surveys were administered using Computer Assisted Telephone Interviewing (CATI) software. This software allows surveyors to input respondent data directly into the computer which reduces data input errors. The CATI system automatically verifies each response to ensure that data falls within specified parameters for each quantitative question.

At the completion of the survey administration all data was input into an SPSS datafile. Open-ended questions were coded as appropriate. A series of computer checks were made to ensure that the data was consistent and suitable for statistical analysis.

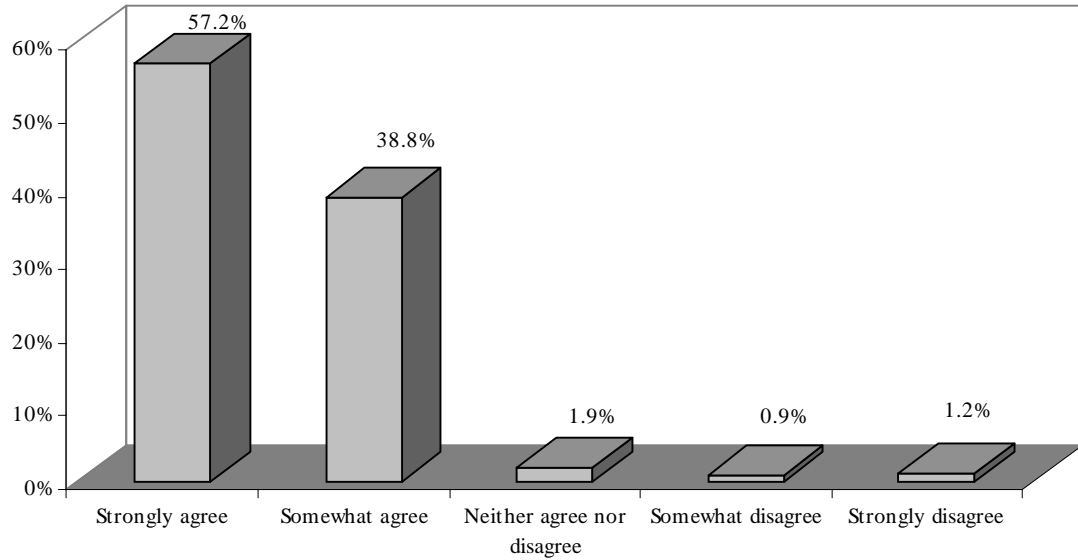
The frequency distribution results of all questions were computed. Where appropriate, cross tabulations were performed with demographic variables to identify attitudes and opinions specific to a particular group of respondents. The demographic variables and their groupings were as follows:

- Residency: Saskatoon, Regina, Community of more than 10,000 persons, Community of less than 10,000 persons, and Farm/isolated location
- Education: High school or less, Technical/Trade school/Some university, and Undergraduate degree or higher
- Occupation: Management/Professional, Clerical/Sales/Service, Natural resource/Processing/Manufacturing/Construction/Trades/Transportation, Farming/Agriculture, Unemployed, and Not in labour force (homemaker/student/retired)
- Gender: Male and Female
- Age: 18-24, 25-34, 35-44, 45-54, 55-64, and 65 or older
- Household Income: Less than 25,000, \$25,000 - \$49,999, \$50,000 - \$74,999, \$75,000 - \$99,999, and \$100,000 or higher



### 3.0 RESULTS

**Q1. Some people suggest that information and advertising campaigns about safety are an important means of educating the public about safety issues. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement?**

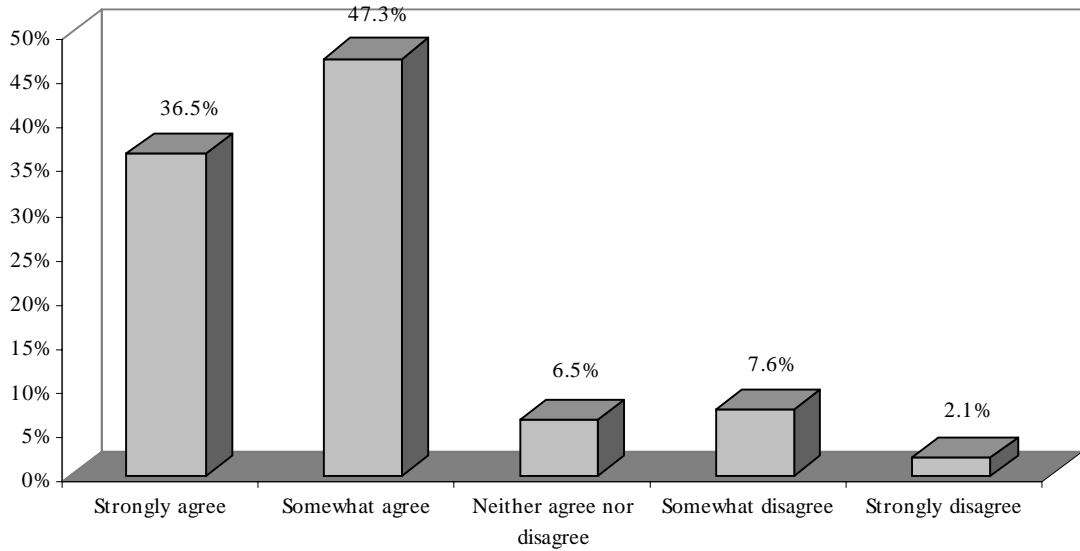


More than half of the respondents (57.2%) “strongly agreed” that information and advertising campaigns about safety are an important means of educating the public about safety issues. Another two-fifth of the respondents (38.8%) “somewhat agreed” with the statement, while only a small fraction (2.1%) “somewhat disagreed” or “strongly disagreed”.

While the majority of the respondents in each age group “strongly agreed” or “agreed” with the statement, older respondents were less likely to have considered advertising campaigns to be important. Approximately 6.0% of the respondents who were 55 or older, compared to 0.4% of those under 55, “disagreed” or “strongly disagreed” that advertising campaigns are important means of educating the public about safety issues.

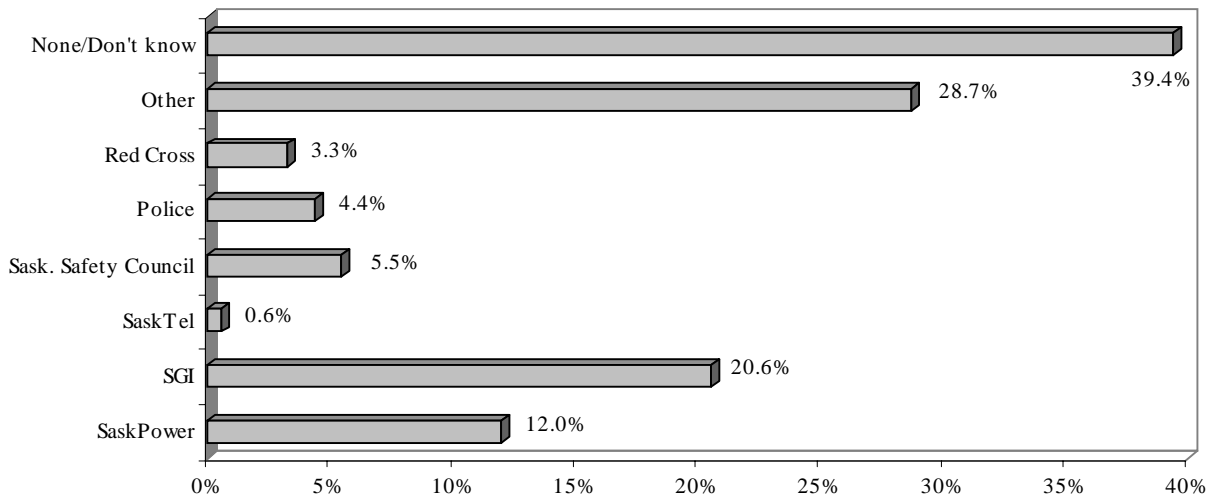
Respondents in the “Less than \$25,000” income category were less likely to have “strongly agreed” with the statement (47.3%, compared to 57.1% for the overall sample).

**Q2. Some people suggest that safety campaigns result in fewer accidents. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement?**



The vast majority of the respondents indicated that they “strongly agreed” or “somewhat agreed” that safety campaigns result in fewer accidents (36.5% and 47.3% respectively), whereas less than one-tenth (9.7%) did not consider safety campaigns to be an effective means to reduce accidents.

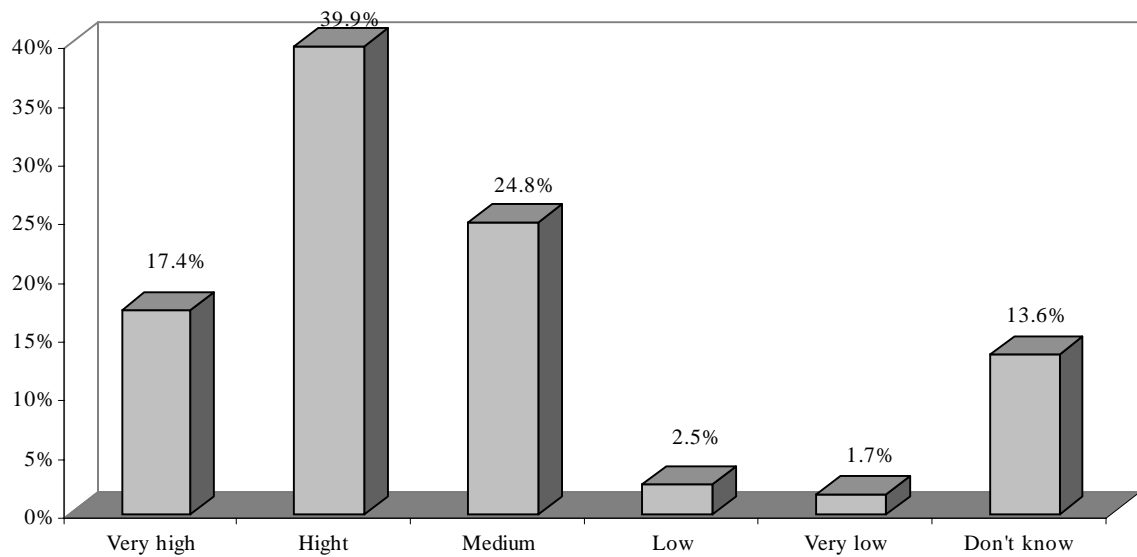
**Q3. When you think about safety in Saskatchewan, what companies or organizations come to mind?**



Nearly two-fifths of the respondents (39.4%) were not able to name any Saskatchewan companies when thinking about safety. SGI and SaskPower were the top two companies mentioned by the respondents, with 20.6% mentioning SGI and 12.0% mentioning SaskPower. Among other companies mentioned were Saskatchewan Safety Council (5.5%), Police (4.4%), the Red Cross (3.3%), Worker’s Compensation Board (3.1%), Fire Department (3.0), St. Johns Ambulance (2.3%), and SaskTel (0.6%). A list of other companies or organizations mentioned can be found in Appendix Two.

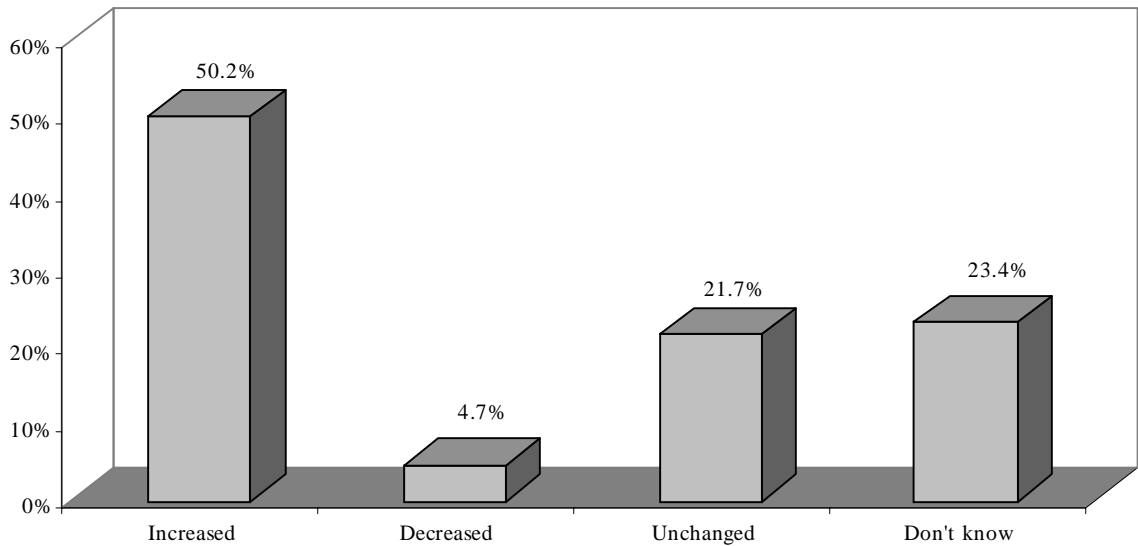
Respondents in Regina were more likely to have mentioned SGI than respondents in other areas (34.9% and 16.9% respectively).

**Q4. On a scale of Very high, High, Medium, Low, and Very low, how would you rate SaskPower’s concern for safety?**



More than half of the respondents rated SaskPower’s concern for safety “very high” or “high” (17.4% and 39.9% respectively), whereas only 4.2% rated “low” or “very low” (2.5% and 1.7% respectively). Approximately a quarter of the respondents (24.8%) considered SaskPower’s concern for safety to be “medium”, and 13.6% of the respondents were unable to provide the rating.

**Q5. Would you say that SaskPower’s concern for safety has increased, decreased, or remained about the same in recent years?**

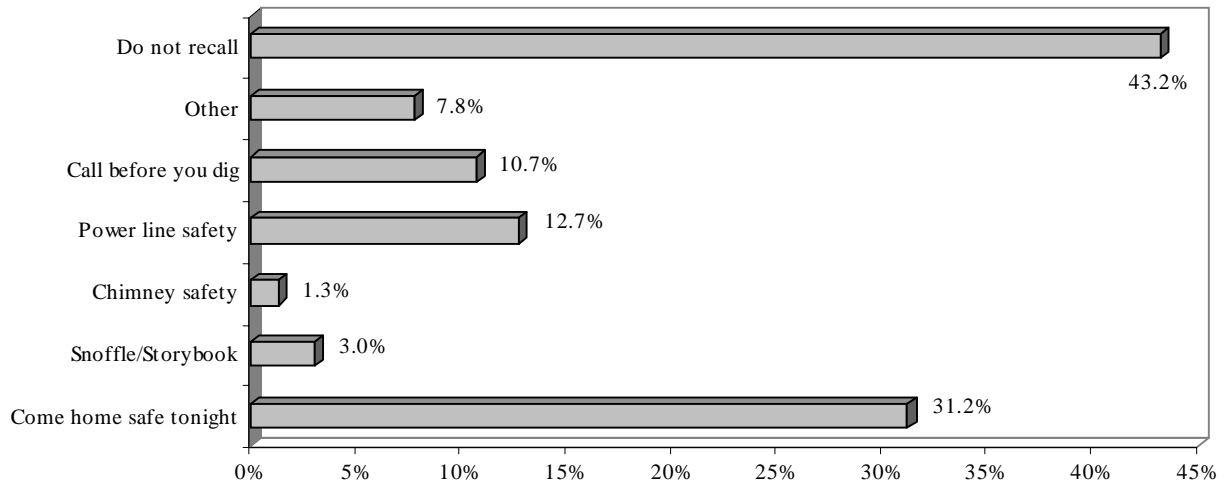


Approximately half of the respondents (50.2%) indicated that SaskPower’s concern for safety had increased in recent years, whereas only 4.7% believed that the concern had decreased. More than one-fifth of the respondents (21.7%) thought the concern had remained unchanged, and a similar proportion of the respondents (23.4%) were unable to answer the question.

Respondents who were 65 or over were less likely to have indicated that SaskPower’s concern for safety had increased in recent years (35.7%, compared to 50.0% for the overall sample).

Respondents who had completed high school and those who had attended some technical school were more likely to have indicated that SaskPower’s concern for safety had increased in recent years (64.9%, compared to 42.3% for the overall sample).

**Q6. SaskPower has run a number of safety campaigns over the past few years. Do you recall the theme or message of any of SaskPower’s safety campaigns?**



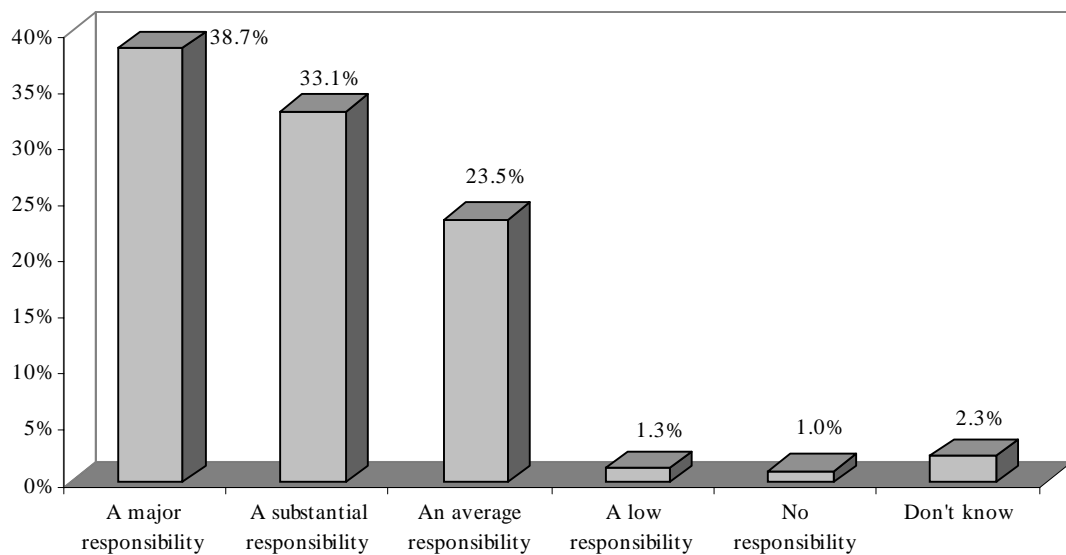
Slightly more than two-fifths of the respondents (43.2%) were unable to recall any themes or messages of SaskPower’s safety campaigns. The most memorable campaign theme was “Come home safe tonight”, with 31.2% of the respondents recalling seeing or hearing the message unaidedly. SaskPower’s campaign regarding power line safety (“Look up and live”) was recalled by 12.7% of the respondents. Interestingly, more than one-tenth of the respondents (10.7%) recalled the “Call before you dig” campaign by SaskEnergy, and mistakenly considered it to be a SaskPower campaign. The “Snuffle/Storybook” campaign and the “Chimney safety” campaign were relatively ineffective, being recalled by only 3.0% and 1.3% of the respondents.

Respondents who were between the ages of 25 and 54 were more likely to have recalled the “Come home safe tonight” message than respondents between 18 and 24 and those 55 or over (38.3%, 27.5% and 21.7% respectively). Respondents who had an education of high school graduation or higher were more likely to have remembered the message, as compared to respondents who had a lower education (34.7% and 19.4% respectively). Respondents who had a household income of \$25,000 - \$99,999 were more likely to have recalled the message than respondents in other income categories (37.2% and 19.4% respectively).

Respondents who were between the ages of 45 and 64 were more likely to have recalled the Power Line Safety campaign than respondents in other age groups (20.1% and 10.4% respectively). Respondents who had completed some technical school were most likely to have remembered the campaign, whereas those who had an undergraduate degree were least likely to have remembered (28.1% and 3.2% respectively). Farmers were also more likely to have recalled the campaign than respondents in other occupations (25.6%, compared to 13.0% for the overall sample). Respondents who resided outside of Saskatoon and Regina were also more likely to have recalled the message than respondents in the two cities (17.3% and 6.3% respectively).

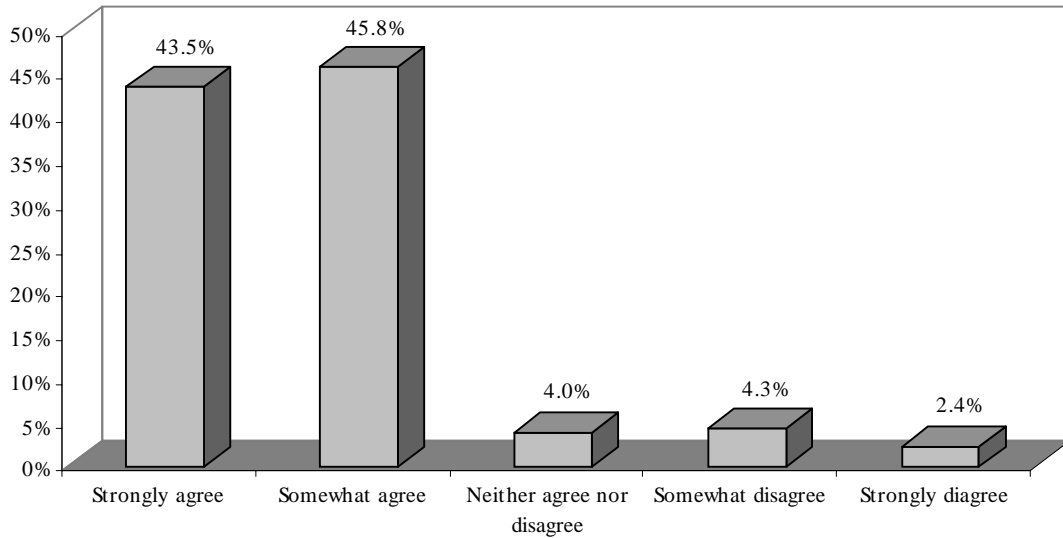
Respondents who were 65 or over were more likely to have failed to recall any safety campaign themes or messages than respondents who were under 65 (66.0% and 37.7% respectively). Respondents who had an education of high school graduation or less, compared to respondents who had a higher education, were also more likely to have failed to recall any SaskPower safety campaigns (54.3% and 32.0% respectively). Respondents who had an annual household income of less than \$49,999 or more than \$100,000 were also likely to have failed to recall any campaigns themes or messages (47.0%, compared to 29.8% for other income groups).

**Q7. In your opinion, does SaskPower have a major responsibility, a substantial responsibility, an average responsibility, a low responsibility, or no responsibility for supporting initiatives that educate the public about safety issues?**



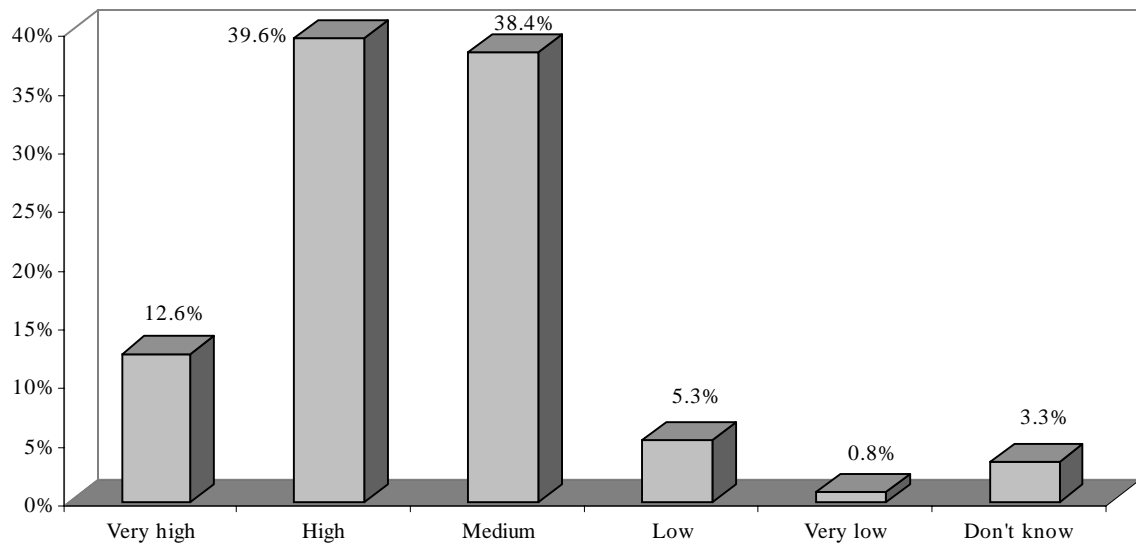
A combined total of 71.8% of the respondents indicated that SaskPower has a “major” or “substantial” responsibility for supporting initiatives that educate the public about safety issues. Another 23.5% of the respondents indicated that SaskPower has an “average” responsibility, whereas only a small fraction (2.3%) believed that SaskPower has “a low responsibility” or “no responsibility” at all for supporting safety education initiatives.

**Q8. Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: It is appropriate for SaskPower to spend money on public safety campaigns as part of its business operations.**



The vast majority of the respondents “strongly agreed” (43.5%) or “agreed” (45.8%) that it is appropriate for SaskPower to spend money on public safety campaigns as part of its business operations, whereas only 6.7% “disagreed” or “strongly disagreed”.

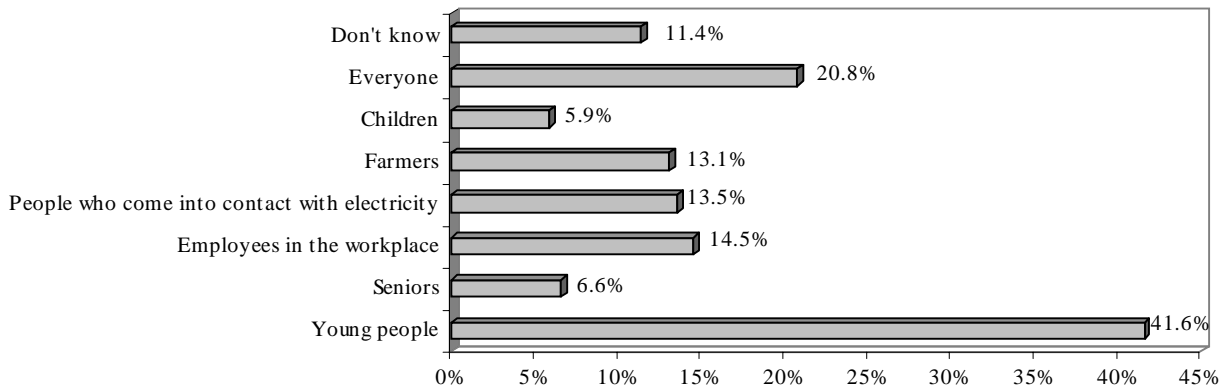
**Q9. In terms of spending its money, how high a priority should SaskPower place on safety campaigns? Do you feel it should be a very high, high, medium, low, or very low priority?**



A combined total of 52.5% of the respondents indicated that SaskPower should place a “very high” or “high” priority on safety campaigns, whereas only 6.1% indicated otherwise. Respondents who believed that SaskPower should place a “medium” priority on safety campaigns accounted for 38.4%.

Respondents in the 18 – 24 age group were less likely to have indicated that SaskPower should place a “very high” priority on safety campaigns than respondents who were over 24 years of age (5.7% and 13.5% respectively).

**Q10. If specific groups are to be targeted, who should safety campaigns be aimed at reaching?**

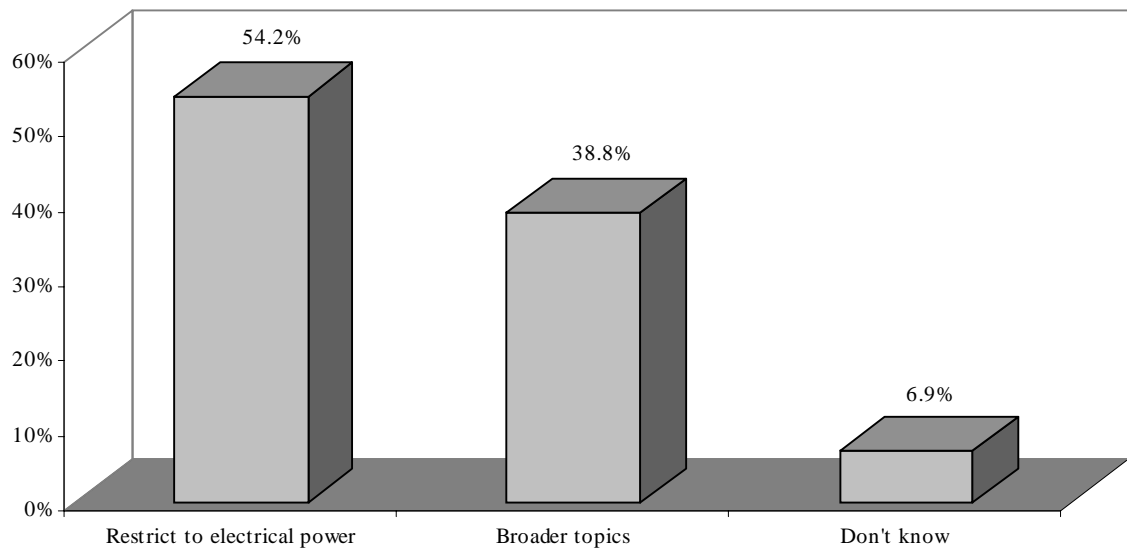


The largest proportion of the respondents (41.6%) indicated that the safety campaigns should be aimed at reaching young people. Employees in the workplace, people who come into contact with electricity, and farmers were also considered to be the main audience of safety campaigns by 14.5%, 13.5% and 13.1% of the respondents. Approximately one-fifth of the respondents (20.8%) suggested safety campaigns should target the general population rather than a specific segment.

Respondents who had an education of technical diploma or certificate or higher, compared to respondents with a lower education level, were more likely to have suggested that safety campaigns target to reach young people (49.6% and 34.5% respectively).



**Q11A. Should SaskPower restrict its safety campaigns to dealing with the safe use of electrical power, or should it provide safety campaigns on broader topics related to public safety?**

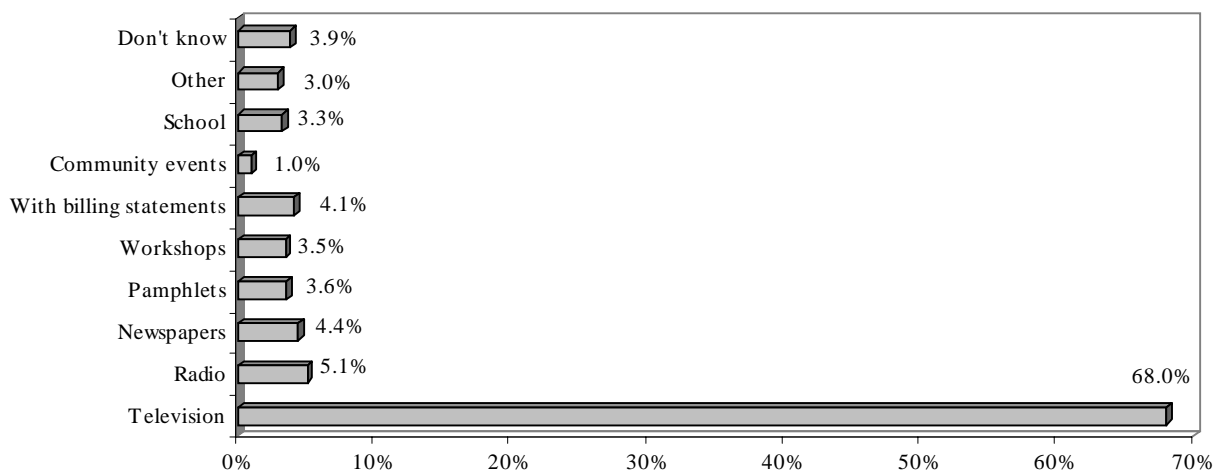


The majority of the respondents (54.2%) indicated that SaskPower should restrict its safety campaigns to dealing with the safe use of electrical power only, whereas 38.8% suggested that the campaigns should be on broader topics related to public safety.

Respondents who were between the ages of 25 and 54, compared to respondents who were in other age groups, were more likely to be in favor of safety campaigns that deal with the safe use of electrical power only (61.0% and 46.3% respectively). Male respondents were also more likely to be in favor of campaigns that focus on electrical power only than female respondents (60.4% and 48.4% respectively).

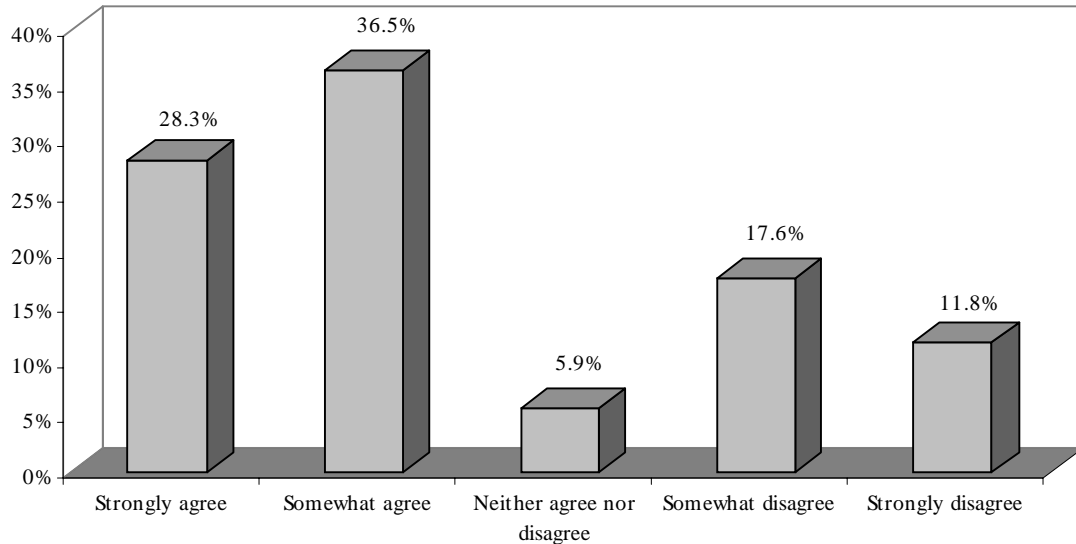
The majority of the respondents who believed SaskPower’s safety campaigns should cover broader topics (58.0%) were not sure what topics should be addressed. The largest proportion (14.8%) would like SaskPower to address occupational safety in its campaigns, and 8.4% would like to see road safety being addressed in the campaigns.

**Q12. What is the best way to deliver safety messages?**



The majority of the respondents (68.0%) indicated that television is the best medium to delivery safety messages. Respondents who preferred other mediums accounted for a small fraction of the respondents.

**Q13. Some people suggest that for safety messages to be effective, graphic images must be included that show actual accidents and injuries of victims. Would you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with showing graphic images of accident scenes and victims in safety campaigns?**

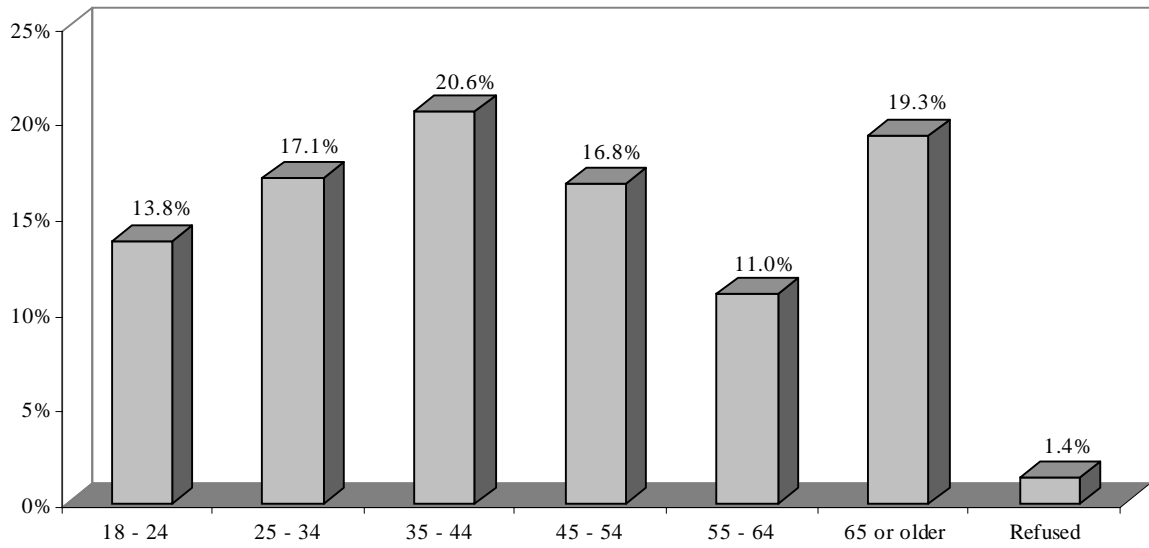


The majority of the respondents (64.8%) agreed that graphic images of accident scenes and victims should be shown in safety campaigns to be effective, whereas less than 30% “somewhat disagreed” (17.6%) or “strongly disagreed” (11.8%) with the use of graphic images.

Respondents who were between the ages of 25 and 54 were less likely to support the use of graphic images of accident scenes and victims than respondents in the other age groups (support rates of 58.4% and 73.3% respectively).

Respondents who had an income of \$75,000 - \$99,999 were most likely to have disagreed with the use of graphic image (51.3% disagree rate, compared to 29.4% for the overall sample).

### Q14. Age



The age distribution of the sample was similar to that of the actual population in the province, with 13.8% being between the ages of 18 and 24, 17.1% between 25 and 34, 20.6% between 35 and 44, 16.8% between 45 and 54, 11.0% between 55 and 64, and 19.3% 65 years or over.

### Q15. Education

Education	Number	Percentage
Some high school or less	93	18.6
Completed high school	142	28.2
Some technical training	32	6.4
Completed technical diploma or certificate	76	15.2
Some university	50	10.0
University undergraduate degree	64	12.7
University post-graduate degree	36	7.1
Don't know/Refused	9	1.8
<b>Total</b>	<b>501</b>	<b>100.0</b>

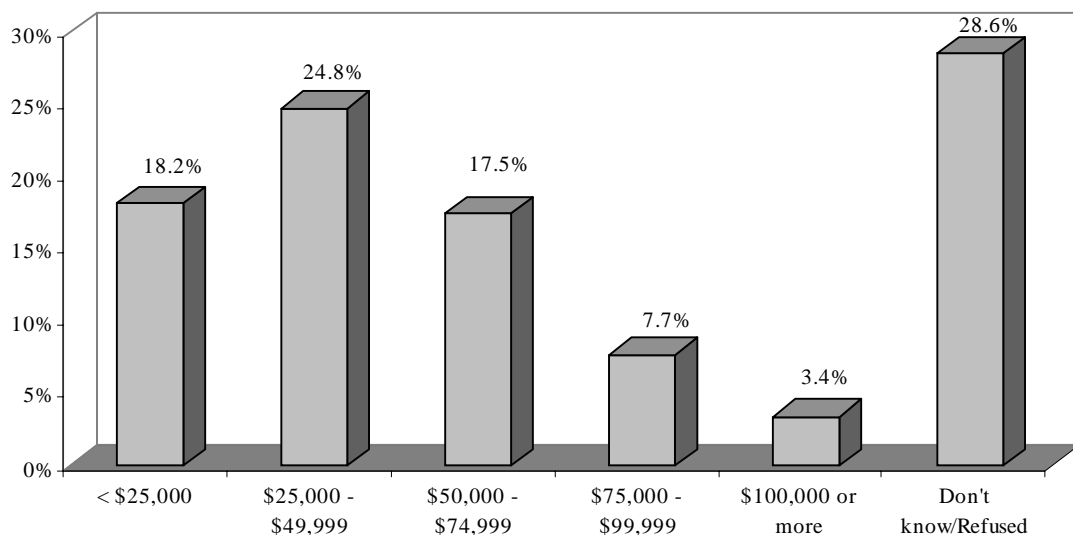
The largest proportion of the respondents had completed high school (28.2%), followed by those who had not completed high school (18.6%) and those who had completed technical diploma or certificate (15.2%). Respondents who had had a Bachelor's degree accounted for 12.7%.

### Q16. Occupation

Occupation	Number	Percentage
Management/Professional	65	13.0
Teaching/Education-related	18	3.6
Health care/Medical-related	28	5.6
Clerical/Sales/Service	77	15.4
Natural resources	5	1.0
Processing/Manufacturing	15	3.0
Construction/Trades	28	5.5
Transportation	3	0.7
Farmer/Agricultural-related	43	8.5
Civil servant	19	3.8
Homemaker	46	9.2
Student	19	3.8
Retired	105	20.9
Unemployed	15	3.1
Other	8	1.7
Don't know/Refused	6	1.2
<b>Total</b>	<b>501</b>	<b>100.0</b>

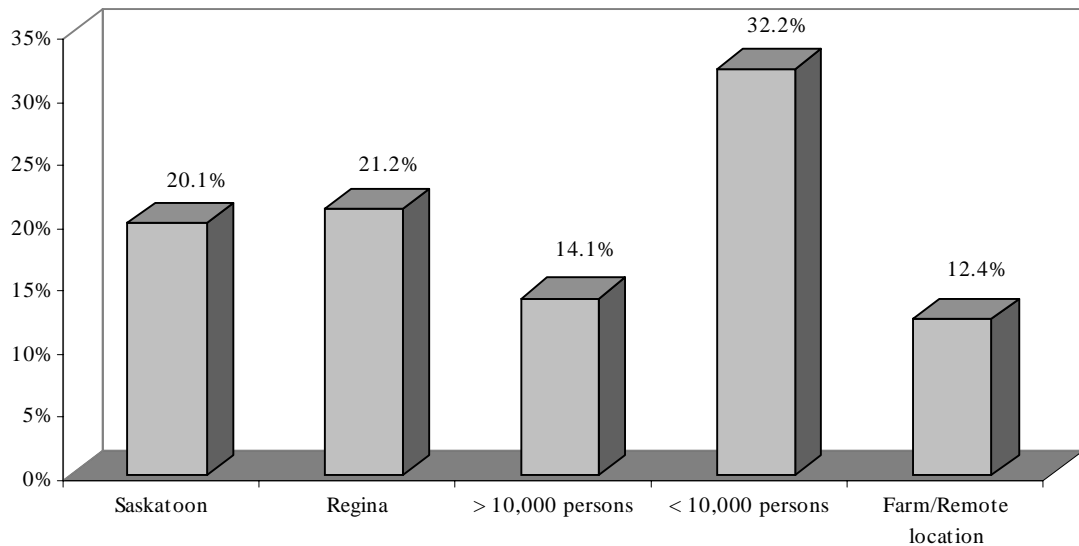
The most common occupations were in clerical, sales, and service, with approximately one in every seven of the respondents (15.4%) being in these occupations. Approximately one in every eight (13.0%) was in a management or professional occupation. Respondents in farming or agricultural-related occupations accounted for 8.5%. Another 20.9% of the respondents (20.9%) were retired.

### Q17. Annual Household Income



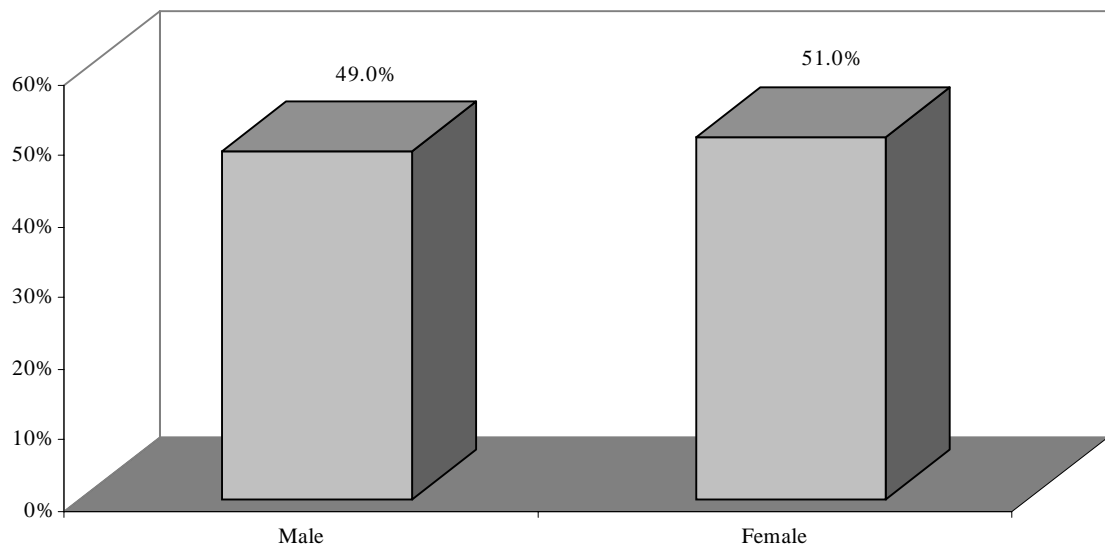
The most common annual household income category was that of between \$25,000 and \$49,999 (24.8%), followed by the categories of “less than \$25,000” (18.2%) and “\$50,000 to \$74,999” (17.5%). Respondents with an annual household income of between \$75,000 and \$99,999 accounted for 7.7%; and 3.4% of the respondents reported to have an annual income of \$100,000 or more. A total of 28.6% of the respondents declined to answer the question.

### Q18. Residency



Approximately two-fifths of the respondents resided in Saskatoon or Regina (20.1% and 21.2% respectively). Another 14.1% resided in another community of 10,000 or greater population. Less than one-third of the respondents (32.2%) lived in a community of less than 10,000 population; and 12.4% lived on a farm or outside of any community.

### Q19. Gender



Slightly over half of the respondents were female (51.0%), and 49.0% were male.

# **Appendix Two**

## **“Other” Survey Responses**

**Q3. When you think about safety in Saskatchewan, what companies or organizations come to mind?**

- SADD (11)
- Occupational Health and Safety (11)
- CAA (9)
- MADD (7)
- Department of Highways (7)
- SaskEnergy (5)
- MADD (4)
- Potash Mine (4)
- War Amps (4)
- CSA (4)
- Sask. Labor (3)
- Weyerhause (3)
- Canada Safety Council (2)
- Saskatchewan Health (2)
- WHIMIS (2)
- Industrial companies (2)
- Highway Traffic Board (2)
- Health Canada (2)
- Health Districts
- Water safety guide
- Sask. Interprize
- Vehicle Safety,
- TransCanada Pipeline
- Traffic safety.
- The Motor Club, and the Safety Council.
- The farming community.
- The company that produces drunk driving ads
- The company that has provided information that's gone out about seatbelts and getting car seats checked.
- Society for the Prevention of Handicaps
- SCP, City of Regina, the major corporations.
- School Crossing Guards, Bike Safety
- Farmers
- Saskatchewan Trucking Association.
- Saskatchewan Research Council
- Saskatchewan Construction Safety
- Saskatchewan Claims Insurance
- Sask. Institute for Handicapped Children
- Sask. Construction Safety Organization
- Mining, Agriculture

- Sask. Construction Assoc., first aid
- Salvation Army
- Safety Supply.
- Safety for all consulting.
- Rosthern Union Hospital
- Radio Stations, Cross Walks.
- Public Schools
- Programs through the schools.
- Prevention of Handicaps
- Health care,
- Government Departments.
- Police road and vehicle checks.
- PCL construction.
- Parks Canada
- Orientations at work
- Oil companies.
- Municipal Road Safety
- Motor Club
- Mining industry, mills, large corporations like Flexi-coil, and manufacturers
- Medications
- Manufacturers of automobiles.
- Sask. Liquor Commission
- Safety patrollers at schools
- Logan Steven's Constructions, Marlin Cranes Services, Eagle Crane Services, Dominion Construction,
- Labour Local 180
- Ipsco
- Institute for Prevention of Handicaps.
- Home security systems.
- Health equipment companies and companies that make medication for people
- Farms Safety Council;
- Farming and mining companies
- Farming
- Farmers
- Farm safety
- Farm safety
- Farm chemical companies.
- EMO
- Ducks Unlimited.
- Drinking and Driving ads: the ad where the fire dept, ambulance and tow truck are shown really hits home.
- School bus companies.
- School Boards
- Cross walks at the schools



- Construction.
- Construction safety ads.
- Construction safety
- Concerned children's advertising.
- Commercials on drunk driving
- Co-operators
- CN, CP
- Carson Welding
- Canadian Tire.
- Blue Cross
- Bicycle campaign re: wearing a helmet.
- Autopak
- Any companies that are regulated by the O.H. and F.
- All vehicle companies
- Air patrol
- 4-H, Schools
- 4-H

**Q6B. What do you recall were the main themes or messages of these safety campaigns?**

- Farm safety (17)
- Play safe (3)
- Safety First (2)
- They have put a lot of emphasis on farm accidents and accidents on highways.
- Smoke detectors.
- Plugs into plug-ins.
- On T.V. the little electrical guy is what comes to mind.
- Night's on for life.
- Louie, the lightning bug.
- Lights on for life.
- It was at Christmas time. Don't recall exactly.
- It involved something with farm watch.
- I think it was about getting your furnace checked.
- I have seen things on TV something about farmers being safe.
- Home safety.
- Get your chimney and furnace checked.
- Check your furnace.
- Bike safety.
- Avoiding wire when digging. Carbon monoxide safety.
- "Don't work too fast" and "Think about what you're doing".

**Q10. If specific groups are to be targeted, who should safety campaigns be aimed at reaching?**

- Parents (8)
- Middle age people (3)
- Drivers (3)
- Adults (3)
- Disabled people (2)
- Upper middle class
- The ones with least amount of common sense.
- The government.
- The dumb ones
- People who drink and drive should not be on the road or alcoholics.
- People who drink alcohol
- People of the city
- Nobody
- New drivers

**Q11B. What other public safety topics should SaskPower address?**

- Anything to do with children (7)
- General safety on whatever (7)
- Natural gas safety (6)
- Power safety in the home (3)
- Alcohol and drug abuse (3)
- General home safety (2)
- What to do in an emergency i.e.: First Aid, etc.
- What the safety sign really mean and why there
- Water safety, poisoning, dangerous chemicals
- The dangers of second-hand smoke.
- Street Smart issues
- Storms, floods, earthquakes
- Safety around house with electricity
- Other utility companies' issues.
- More involved concerning their product
- More awareness like “dial before you dig”.
- School safety.
- How to use equipment and appliance safely.
- Helping to reform the Workman's Compensation Act
- Health issues regarding radiation and power
- Energy conservation
- Emergency situations
- Dealing with any companies.

- Cost of fuel in general
- Combination of SaskPower and SaskEnergy
- Bicycle safety
- Be careful where you dig.
- Basic safety i.e.: car safety and power accidents
- Basic safety
- Any kind of safety issue, but the focus on power.

**Q12. What is the best way to deliver safety messages?**

- All media (3)
- Word of mouth (3)
- Phone calls (2)
- Person to person (2)
- Support my program, through the Elks, on drug and alcohol abuse in the schools. Call 757-7739.
- Multiple message system
- Internet
- I don't think there should be safety campaigns.
- Find the cheapest method.
- Advertising

**Q16. Which of the following best describes your occupation**

- Disabled (6)
- UPC Associate
- Sick leave
- Artist