

July 2021

2021 survey of subscribers to IWH products: results



Institute
for Work &
Health

Research Excellence
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INTRODUCTION

In May 2021, the Institute for Work & Health (IWH) conducted a survey of subscribers to its communications products to gauge the level of trust in, and use of, IWH research and information.

SURVEY METHODS

The survey questions were developed by the Institute's Executive Committee. The resulting four-question survey, developed in Qualtrics, took under three minutes to complete (see Appendix A for the survey questions).

Subscribers to three IWH products — IWH News, At Work and IWH Speaker Series invitations—were invited to complete the survey, representing 7,140 stakeholders.

Through the Institute's Contact Relations Manager (CRM), subscribers were sent an email on May 3, 2021, from the Director of Communications, inviting them to take part in the survey by clicking on the link included in the email. A reminder email was sent a week later (May 10) and a final reminder two weeks after that (May 19), letting people know the survey was closing the next day.

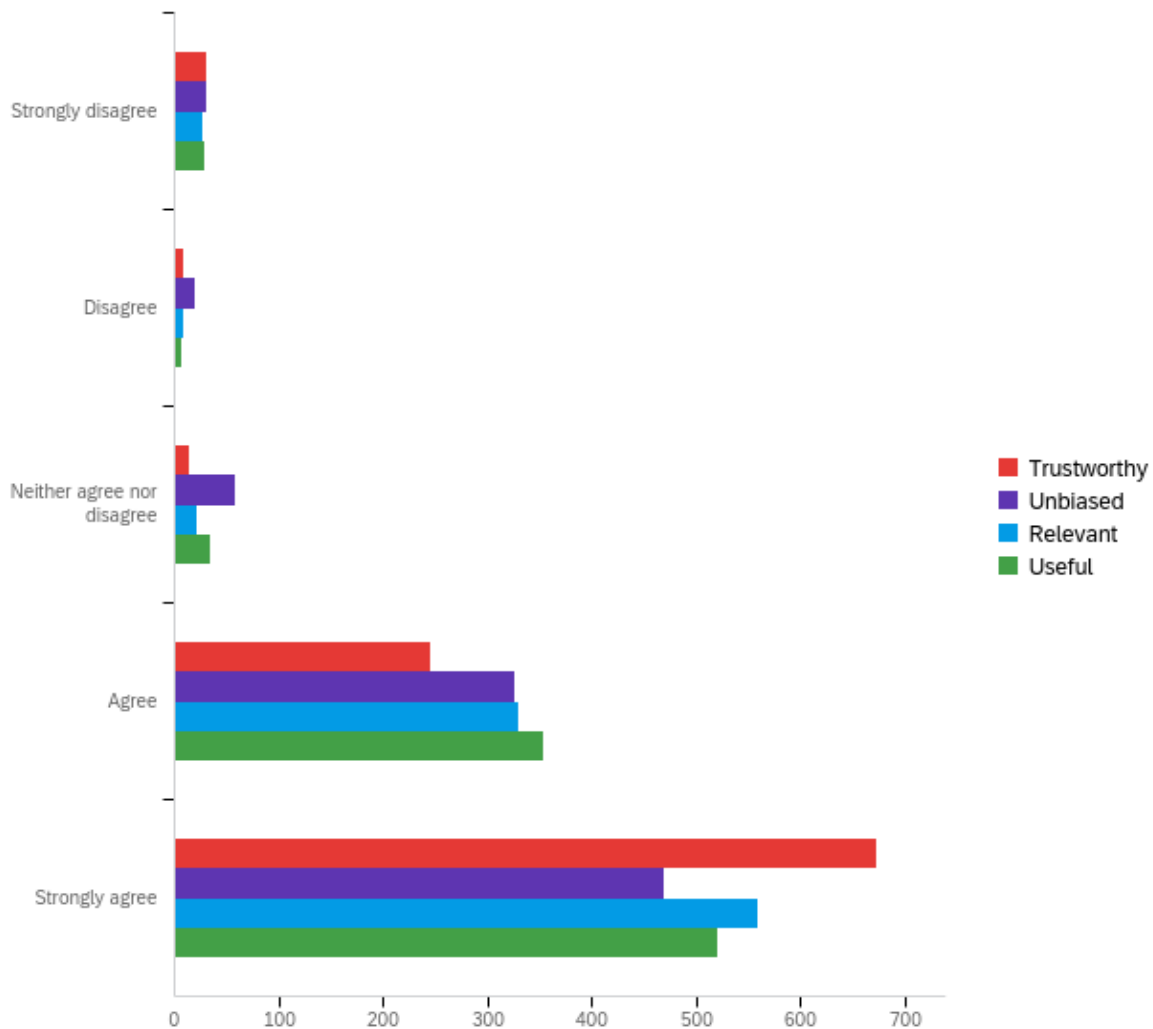
Of the 7,140 email invitations to stakeholders, 42 asked to be unsubscribed, 43 bounced (i.e. emails no longer valid) and 10 indicated out of office in response to all three emails. Subtracting these from the total emails sent left 7,045 subscribers that are assumed to have received the survey invitation (i.e. the denominator).

In the end, 1,063 people clicked on the survey link—440 in response to the first invitation, 373 in response to the second, and 250 in response to the third.

The resulting response rate was 15.1 per cent. However, not all questions were answered by all survey respondents; 827 answered all questions, 160 provided partial responses and 76 responses were blank. In total, 987 people answered some or all of the questions, resulting in a response rate of 13.8 per cent.

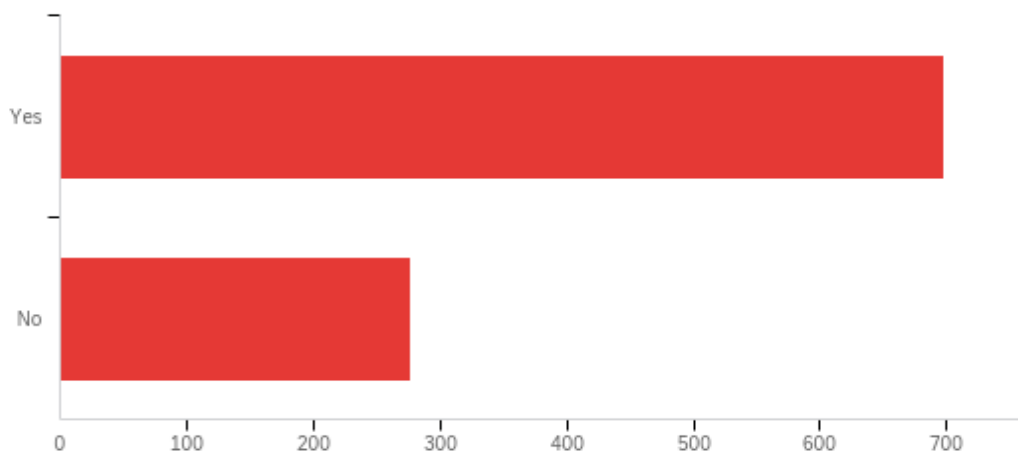
RESULTS

Q1 - The Institute for Work & Health provides information that is:



Question	Strongly disagree % (#)	Disagree % (#)	Neither agree nor disagree % (#)	Agree % (#)	Strongly agree % (#)	Total #	Mean (Min. 1.00 Max 5.00)
Trustworthy	3.13% (30)	0.84% (8)	1.34% (13)	25.31% (245)	69.42% (672)	968	4.57
Unbiased	3.36% (30)	2.24% (20)	6.42% (58)	36.10% (326)	51.94% (469)	903	4.31
Relevant	2.78% (26)	0.96% (9)	2.22% (21)	34.96% (330)	59.11% (558)	944	4.47
Useful	3.10% (29)	0.64% (6)	3.61% (34)	37.54% (354)	55.14% (520)	943	4.41

Q2 - In the last year, I shared Institute for Work & Health information with a work colleague or professional peer.



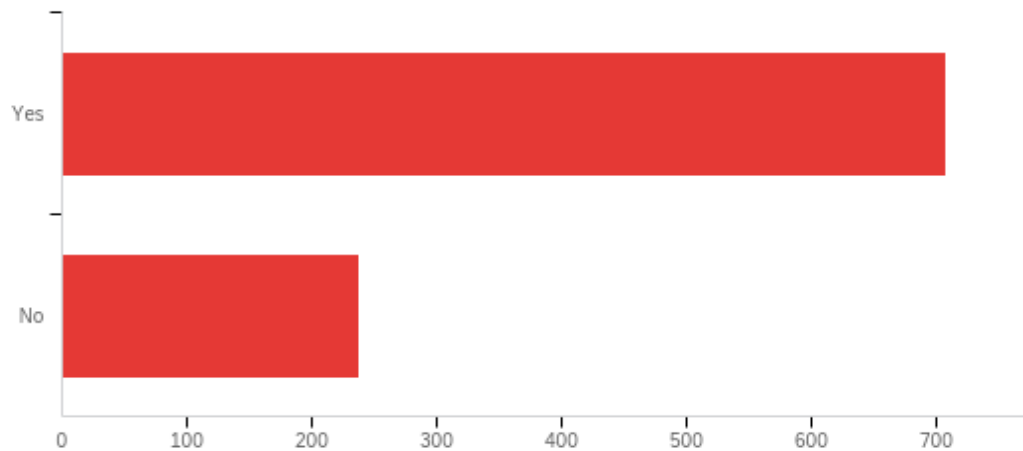
Answer	%	Count
Yes	71.59%	698
No	28.41%	277
Total	100%	975

We'd like to know more about how you share our information. Please tell us how you shared it.

A total of 578 respondents described how they shared information from IWH. Their open-ended responses were grouped into one of nine categories, as shown in the chart below. Note that 66 respondents indicated that they shared our information in more than one way.

Category	Count	%
Shared/forwarded newsletter or alert	290	50%
Shared/forwarded links to content	146	25%
Shared verbally in conversations/meetings/discussions	92	16%
Used as reference/background materials	50	9%
Shared on social media	18	3%
Referred others to IWH website	9	2%
Shared via podcasts/blogs	6	1%
Shared in printed and posted materials	4	1%
Other	29	5%

Q3 - In the last year, I used Institute for Work & Health information in the course of my work or personal life.

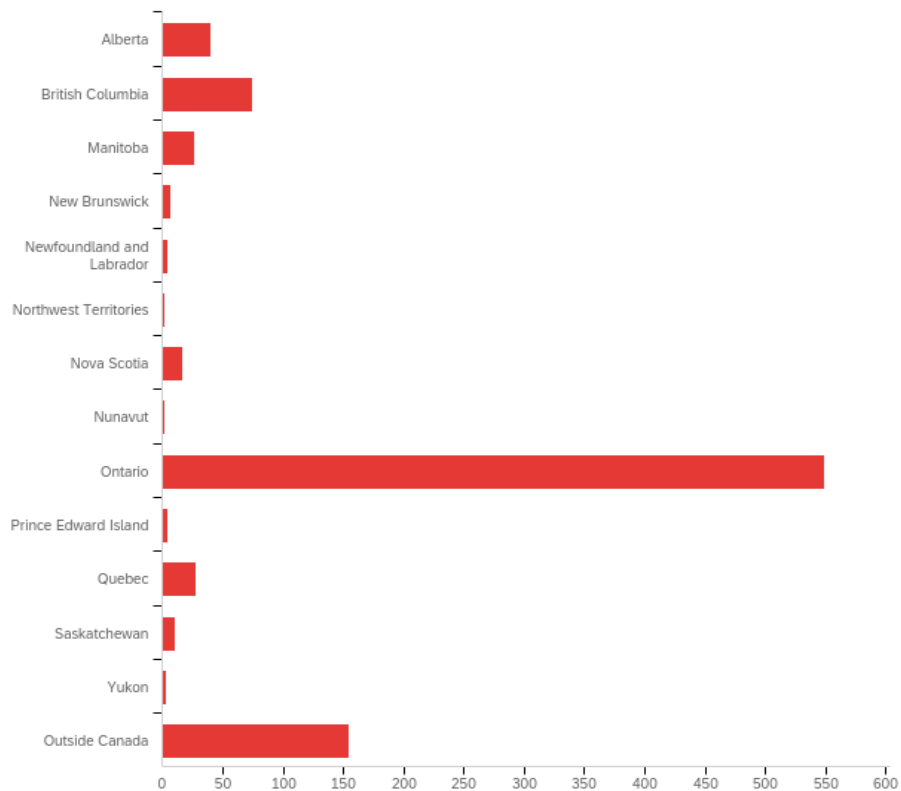


Answer	%	Count
Yes	74.84%	708
No	25.16%	238
Total	100%	946

We'd like to know more about how you use our information. Please tell us how you used it.

A total of 523 respondents described how they used our information. Their open-ended responses were categorized into one of six groups, as shown in the chart below.

Category	Count	%
As reference	133	25%
To inform/support advice/practice	112	21%
For personal/professional development	98	19%
For research	78	15%
Applied in practice	44	8%
Other/unknown	58	11%

Q8 - In what province or territory of Canada do you live?

Answer	%	Count
Alberta	4.34%	40
British Columbia	8.13%	75
Manitoba	2.82%	26
New Brunswick	0.76%	7
Newfoundland and Labrador	0.43%	4
Northwest Territories	0.22%	2
Nova Scotia	1.84%	17
Nunavut	0.22%	2
Ontario	59.54%	549
Prince Edward Island	0.43%	4
Quebec	3.04%	28
Saskatchewan	1.08%	10
Yukon	0.33%	3
Outside Canada	16.81%	155
Total	100%	922

APPENDIX A: SURVEY COPY

The Institute for Work & Health wants to ensure that the information we produce and the research behind it are meeting your needs. To help us gauge how we are doing on that front, we invite you to answer the four questions in the following brief survey.

The survey will take as little as three minutes to complete. All answers are kept confidential, and no identifying information is requested or tracked.

If you need to receive this survey in an alternate format in order to complete it (e.g. over the phone), please contact Cindy Moser at cmoser@iwh.on.ca or at 416.927.2027, ext. 2183.

Thank you for your participation. We very much value your feedback.

1. The Institute for Work & Health provides information that is:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	I don't know
Trustworthy						
Unbiased						
Relevant						
Useful						

2. In the last year, I shared Institute for Work & Health information with a work colleague or professional peer.

Yes No

We'd like to know more about how you share our information. Please tell us how you shared it.

3. In the last year, I used Institute for Work & Health information in the course of my work or personal life.

Yes No

We'd like to know more about how you use our information. Please tell us how you used it.

4. In what province do you live? [Drop down includes each province, territory and "Outside Canada"]

SUBMIT