

Final Report

Transportation Safety Board of Canada Stakeholder Consultation 2020

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Transportation Safety Board of Canada

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Leger

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Canada

Stakeholder Consultation 2020

Final Report

Prepared for Transportation Safety Board Canada

Supplier Name: Leger

October 2020

This public opinion research report presents the results of a web survey and telephone interviews conducted by Leger Marketing Inc. on behalf of Transportation Safety Board of Canada. The research was conducted with Transportation Safety Board of Canada stakeholders in either English or French.

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1. Executive Summary

Leger is pleased to present the Transportation Safety Board of Canada (TSB) with this Stakeholder Consultation 2020 report on findings from the qualitative interviews and quantitative survey.

This report was prepared by Leger who was contracted by the TSB (contract number 4M024-210046/001/CY awarded July 9, 2020).

1.1 Background and Objectives

In 2015, the TSB undertook a contracted Public Opinion Research (POR) project to determine the attitudes of key stakeholders and obtain their input on the implementation of the (then new) Strategic Plan, and to validate the organization's thinking/future direction.

Having established vital baseline data with that survey, the TSB wanted to update that information, and determine whether stakeholders' opinions and attitudes toward the TSB have changed—and if so, in what manner and to what extent. The purpose of this research is to help with the development of the next Strategic Plan that must be developed during fiscal year 2020-21.

This project has been carried out to collect perceptions/feedback from stakeholders regarding awareness/opinion of TSB products and services, and suggestions for improving TSB products and services.

The objectives of the study was to:

- Measure the stakeholders' familiarity/interaction with TSB (incl. role, language and products)
- Measure the stakeholders' opinion of TSB's overall effectiveness and credibility
- Measure the stakeholders' satisfaction with TSB information (incl. accuracy, thoroughness, how/when it's shared)
- Measure the stakeholders' opinion of TSB's level of timeliness (issuing reports, deployment notices, investigation pages)
- Measure the stakeholders' opinion of TSB's reports and recommendations (includes content and effectiveness)
- Assess the knowledge of SECURITAS
- Measure the stakeholders' overall awareness and opinions of the TSB
- Assess the effectiveness of the TSB's products
- Assess the performance of communications, the website, and social media
- Assess how stakeholders' consumer information from the TSB and in general

1.2 Methodology—Hybrid Research

To achieve the study objectives, a research plan based on a hybrid method, with qualitative and quantitative components, was developed. The target population for this whole research project is comprised of the TSB's key stakeholders:

- Government departments and agencies involved in transportation (i.e., regulators);
- All types of transportation operators;
- Manufacturers;
- Industry Associations;
- Employee Associations;

- Training Organizations;
- First Responders;
- Chief Medical Examiners;
- Canadian Federation of Municipalities;
- Law Associations;
- Individuals who have interacted with the TSB.

1.2.1 Quantitative Methodology

The quantitative research component was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. The online survey was conducted from August 25 to September 29. The participation rate for the survey was 24%. For the sake of comparison, the participation rate in 2015 was 11.3%. The participation rate is quite good, especially in the context of the COVID-19 pandemic of 2020. Calculation of the Web survey’s participation rate is presented in [Appendix A](#). A pre-test of the survey questions was carried out by conducting 20 interviews. TSB provided a list of stakeholders to Leger consisting of 855 valid addresses that were assigned unique links to the survey questionnaire. All the contacts on the list received a bilingual invitation to participate in the study. A reminder was sent weekly for those email addresses with a unique link that did not indicate that they had not completed the survey in full. A total of three reminders were sent out.

A total sample of 117 stakeholders were surveyed during the 2020 consultation. For comparison, a sample of 111 was collected in the 2015 consultation.

Having proceeded by logic of census for this project, the results can be considered valid and representative of TSB’s stakeholders. Where possible, the results of the 2020 edition of the study were compared to the 2015 results. The profiles of the 2020 and 2015 samples are quite similar and follow similar distributions in terms of industry sectors and regional distribution. Both were probability sample, so we are confident in the comparability of the two samples. The detailed results chapter presents the profile of the sample for this study.

The margin of error of this survey is of +/- 8.4%, 19 times out of 20 (a confidence interval of 95%). In 2015, the margin or error was of +/-11.2%, 19 times out of 20 (a confidence interval of 95%).

Given the nature of the database and the information available for each contact, no weighting was done for this project.

Below is the calculation of the survey’s participation rate.

Table 4. Participation Rate

Total email addresses used	855
Invalid Cases	0
-invitations mistakenly sent to people who did not qualify for the study	0
-incomplete or missing email addresses	0
Unresolved (U)	324
-email invitations bounce back	
-email invitations unanswered	324
In-scope non-responding units (IS)	50
-respondent refusals	7

-language problem	
-early break-offs	43
Responding units (R)	117
-completed surveys disqualified—quota filled	0
-completed surveys disqualified for other reasons	0
-completed surveys	117
Participation rate/response rate = R ÷ (U + IS +R)	24%

As a member of the Canadian Research and Insights Council (CRIC), Leger adheres to the most stringent guidelines for quantitative research and acts in accordance with the Government of Canada requirements for quantitative research and Standards of the Conduct of Government of Canada Public Opinion Research. The details of the methodology and more information on Leger’s quality control mechanisms are presented in [Appendix A](#). The questionnaire is available in [Appendix D](#).

1.2.2 Qualitative Methodology

Leger conducted a series of interviews with TSB stakeholders. Leger recruited stakeholder participants through a hybrid methodology. Some stakeholders have been contacted by phone and some other have been contacted by email for recruitment procedure. The one-on-one interviews were held over the phone or over the MS Teams platform. Each interview lasted approximately 30 minutes and covered almost the same list of themes that in the web survey. Interviews were held in English or French, as per the participants’ preference.

Given the particular context of 2020 related to the COVID-19 pandemic, recruitment of participants for the interviews proved more difficult than anticipated. A total of 22 stakeholders participated, eight less than the initial target of 30 participants.

A total of 22 recruits participated in the interviews between September 15, 2020, and October 23, 2020. No financial incentives were offered for participation. The invitation guide is presented the [Appendix B](#) and the interview guide is presented in [Appendix C](#) of this document.

1.3 Overview of Quantitative Study Findings

Stakeholders who participated in the survey and interviews were generally quite positive about the TSB. The organization conveys an image of expertise, professionalism and rigour. Several participants in the study believe that industry members give recognition to the work done by the TSB. The role and mission of the Board are generally well understood by stakeholders as is the importance of maintaining its independence from other federal departments and agencies. Only a minority of participants made negative comments about the TSB or its employees.

Areas for improvement were identified by participants that relate to the TSB goal of positively influencing safety changes in Canada. Indeed, several stakeholders consider that the TSB is missing many opportunities to improve transportation safety. In this regard, stakeholders indicate that the TSB could take a more proactive approach and not wait for incidents to influence change. Among other things, the TSB could be present at forums, conferences and participate in training on a regular basis to inform the industry of changes, investigations and the reasons behind recommendations. Also, several stakeholders have indicated that they would like to have the opportunity to also have their say on the direction of investigations from the outset and have their comments on investigation reports taken into consideration by the TSB.

Some participants in the survey and interviews believe that it would be good practice for the TSB to publish the investigation reports more quickly or to publish them in different phases. Stakeholders believe that these options would allow the TSB to better play its role as an influencer in improving transportation safety.

TSB's investigation reports are, for the vast majority of respondents, perceived very positively. Stakeholders consider them to be very factual, in-depth and professional. The reports are, for most of the study participants, read in full. It was noted by a few participants, however, that there are significant regional differences in how the investigation reports are rendered. In addition, industry members may not always have the same reading of events as the TSB, and some felt that some of the TSB investigators do not always adequately address all of the important factors in an occurrence. For this reason, some stakeholders would like to be able to discuss the direction of an investigation with the TSB early in the investigation process.

It is the timeliness of producing and releasing reports that seems to pose the most significant concerns to stakeholders. That said, interview respondents were careful to note, however, that they are well aware that such a process cannot be rushed; some complex investigations take time. However, they consider delays of up to more than a year to be too long. The industry must continue to move forward and take steps to improve safety. Many noted that industry is much more effective in finalizing investigations and taking precautionary and preventative measures. In this sense, many consider that the opportunity to influence changes for safety has passed when the TSB publishes its recommendations. This is why many are asking that TSB publish its reports and recommendations in several steps.

The recommendations made by the TSB were also the subject of some comments and suggestions. The majority of participants in the survey and interviews felt that the TSB is doing a very good job in this regard. However, they noted their disappointment that many recommendations have not been addressed after several years or are simply ignored. Some interview participants indicated that there should be a forum bringing together the industry member, TSB and Transport Canada to discuss and debate the recommendations in a timely manner. Some other participants pointed out instead that some of the recommendations do not reflect the actual constraints of the industry or are too general as to why they are not implemented through regulation.

In addition to recommendations and reports, which are the most notorious TSB products, industry presentations and the website are the most well-known products and services, both in terms of familiarity and relevance. The website is clearly the gateway for many stakeholders to investigation reports and updates. It is therefore obvious that it is visited by stakeholders. In fact, it appears that more stakeholders are visiting the website than previously. As for the other products and services, their lower level of familiarity and awareness among stakeholders is not an indication that they are not important. This is the case for statistics and databases, corporate publications, SECURITAS, and Safety Issue Investigation on air-taxi operations. They are just less useful to a majority of stakeholders in the context of their work.

The TSB website is visited by the majority of stakeholders. Only one respondent out of ten has never visited the website. They visit the website primarily to find reports, updates and recommendations. Most visits are made from a computer or a laptop. Ease of navigation on the website is the main irritant for respondents. Many respondents called for a better search engine on the website to find reports. They would like to have the ability to filter the results more accurately. They would like more refined search results. This is also the comment that several interviewees gave about a possible mobile application from TSB. They would be very reluctant to download it unless there is a way to effectively manage and filter the information.

Over the last few years, traditional media have lost a lot of ground to the web, mobile applications and social media. Almost all TSB stakeholders listen to online videos on social media. Only a very small minority do not.

1.5 How the Results Will Be Used

This project will provide the TSB of Canada with first-hand information on stakeholder opinion, perception and attitude regarding TSB's work, products and tools. Findings will be made public at Library and Archives Canada. Collecting primary information will support TSB's efforts in its strategic planning.

1.6 Statement of Limitations

TSB provided Leger with a list of its stakeholders to conduct this study project. Leger carried out the data collection through a census logic. That is, all contacts on the list received an invitation to participate in the study. Having proceeded in this way, and not through a group of volunteers, the results can be considered valid and representative of TSB's stakeholders.

The qualitative portion of the research provides insights into the opinions of a population, rather than providing a measure in percent of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as directional only. No inference to the stakeholder population can be done with the results of this research. These results are used to deepen the understanding of a phenomenon or to put results into perspective.

1.7 Notes on Interpretation of Research Findings

The views and observations expressed in this document do not reflect those of the TSB. This report was compiled by Leger based on the research conducted specifically for this project.

1.8 Political Neutrality Statement and Contact Information

I hereby certify as Senior Officer of Leger that the deliverables fully comply with the Government of Canada's political neutrality requirements outlined in the [Policy on Communications and Federal Identity](#) and the [Directive on the Management of Communications—Appendix C](#) (Appendix C: Mandatory Procedures for Public Opinion Research).

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standing with the electorate, or ratings of the performance of a political party or its leaders.

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The cost of this research was \$49,823.97 (HST included).

To obtain more information on this study, please email: Communications@bst-tsb.gc.ca

2. Detailed Results

2.1 Profiling

As previously mentioned, this study is directed towards TSB stakeholders. The following tables show the distribution of the sample according to certain profiling indicators. The first table shows the distribution of the sample according to the primary sector of activity. Most of the sample respondents came from the Marine and the Air sectors. The third most important sector of activity of respondents was industry association and union. A distribution that resembles the distribution of the 2015 sample.

Table 1. Respondents Profile by Sector*

PRIMARY SECTOR	n=117
Commercial air operators (Max Take-off Weight less than 8618 kg)	7%
Commercial air operators (Max Take-off Weight more than 8618 kg)	12%
Aerial work operators	2%
Private air operators (recreational pilots, not for hire)	3%
Business aviation	1%
Flight training operators	2%
Commercial marine operators (cargo vessels, ferries, tankers, passenger vessels, tugs and barges)	22%
Commercial fishing vessel operators	8%
Canadian federally regulated freight train operators	3%
Provincial freight train operators	0%
Canadian federally regulated passenger train operators	2%
Canadian federally regulated pipeline operators	1%
Manufacturer—transportation industry	6%
Transportation industry association or union	13%
First responders (police, fire, and emergency services)	0%
Medical examiners	0%
Federal government	6%
Provincial government	6%
Other	5%
Other education and training	3%

** Respondents were given the option of listing more than one location, so the total may differ from 100%.

As Table 2 indicates, about eight out of ten respondents were English-speaking while nearly two out of ten were French-speaking. This distribution follows the same trend as the 2015 sample, with English speakers representing 88% of the sample and French speakers 12%.

Table 2. Respondents Profile by Language

n=117	
LANGUAGE	
English	81%
French	19%

Table 3 details the regional distribution of the sample. The majority of the sample comes from four regions/provinces: Atlantic Canada, Quebec, Ontario, and British Columbia. Just under one in ten respondents say that the head office of their organization is outside of Canada. Compared to the 2015 sample, we under-represent international respondents in the sample while we over-represent respondents from British Columbia and the Atlantic region of Canada.

Table 3. Respondents Profile by Location*

n=117	
HEAD OFFICE	
British Columbia	30%
Alberta	15%
Saskatchewan	5%
Manitoba	7%
Ontario	29%
Quebec	39%
New Brunswick	7%
Prince Edward Island	3%
Nova Scotia	15%
Newfoundland and Labrador	11%
Yukon	2%
Northwest Territories	4%
Nunavut	9%
France	2%
United States	3%
National/all over Canada	3%
Other	2%

* Respondents were given the option of listing more than one location, so the total may differ from 100%.

In this report, given the overall small sample size, analysis by primary industry sectors, or provinces are not always possible. They will be discussed only when significant statistical differences are found between subgroups of the sample.

Given the distribution of the sample in the Canadian regions, multivariate analyses are not possible because the sample sizes do not allow for it. For example, doing an analysis by industry sector in the different regions of Canada would be unsound because the sample sizes for this analysis would be too small in most regions. Therefore, analyzes by industry sectors and regions will be done on the basis of the overall sample when applicable.

Note on Testing for Statistical Differences

According to the normal distribution, a two-tailed test is always done between two proportions and based on the unweighted total columns. The test is performed by comparing a percentage with the percentage formed by the complement of the relevant category (e.g., of the English-speaker subgroup is the French-speaker subgroup; the complement of the Atlantic region is the rest of the sample). The test results (if they are significant at a confidence level of at least 95%) are mentioned in the analysis.

In the report, when we indicate that a sub-group of the sample is “more likely” or “less likely,” it means that the statistical testing returned a valid statistically significant difference between this subgroup and the rest of the sample, even if the percentage is low because the statistical test takes into account the sample size.

Qualitative component

The following tables detail the profile of the 22 participants in the qualitative in-depth interviews by sector and geographic distribution.

Table 4. Participants Profile by Sector

	n=22
Air	11
Rail	3
Marine	3
Education and training	2
Other transportation industry	3

Table 5. Participants Profile by Location*

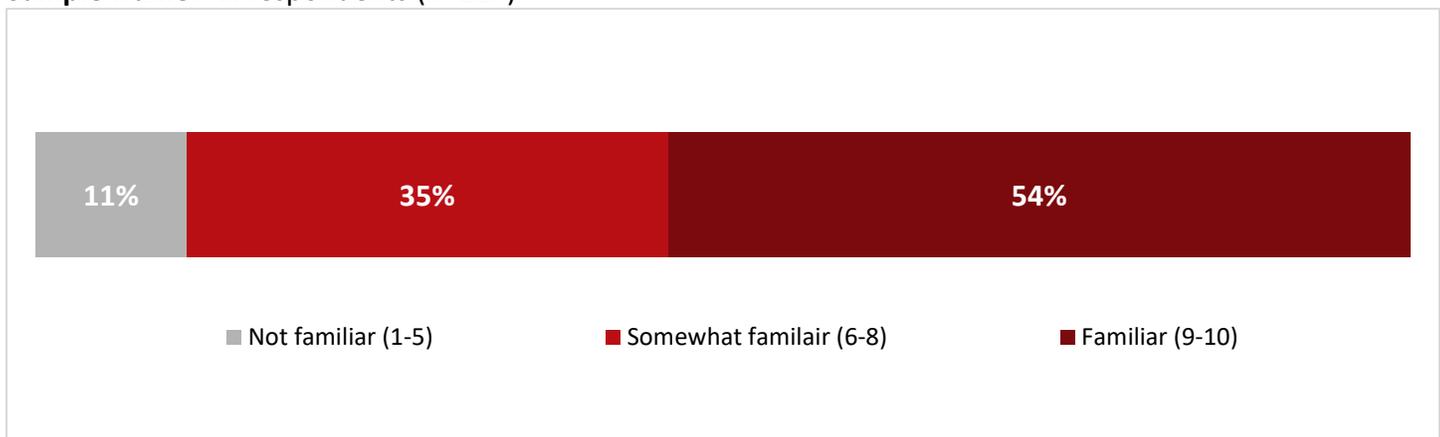
	n=22
British Columbia	5
Alberta	2
Ontario	2
Quebec	4
New Brunswick	4
Nova Scotia	1
Newfoundland and Labrador	3
Northwest Territories	1

2.1 Awareness and Familiarity With the TSB

Survey respondents are generally familiar with the TSB (See Figure 1). Slightly more than half of them (54%) were very familiar while one third (35%) were somewhat familiar with the TSB. Only a small minority of stakeholders (11%) said they were not familiar with the TSB. These results are really stable from one consultation to another. In 2015, the proportion of stakeholders who were very familiar with the TSB was 54%, 33% were somewhat familiar and 13% were unfamiliar. These are minor changes that cannot be considered significant.

Figure 1: Answer to Q3A. Using a scale of 1–10 (1 = not at all familiar, and 10 = very familiar), please rate your level of familiarity with the mandate of the TSB.

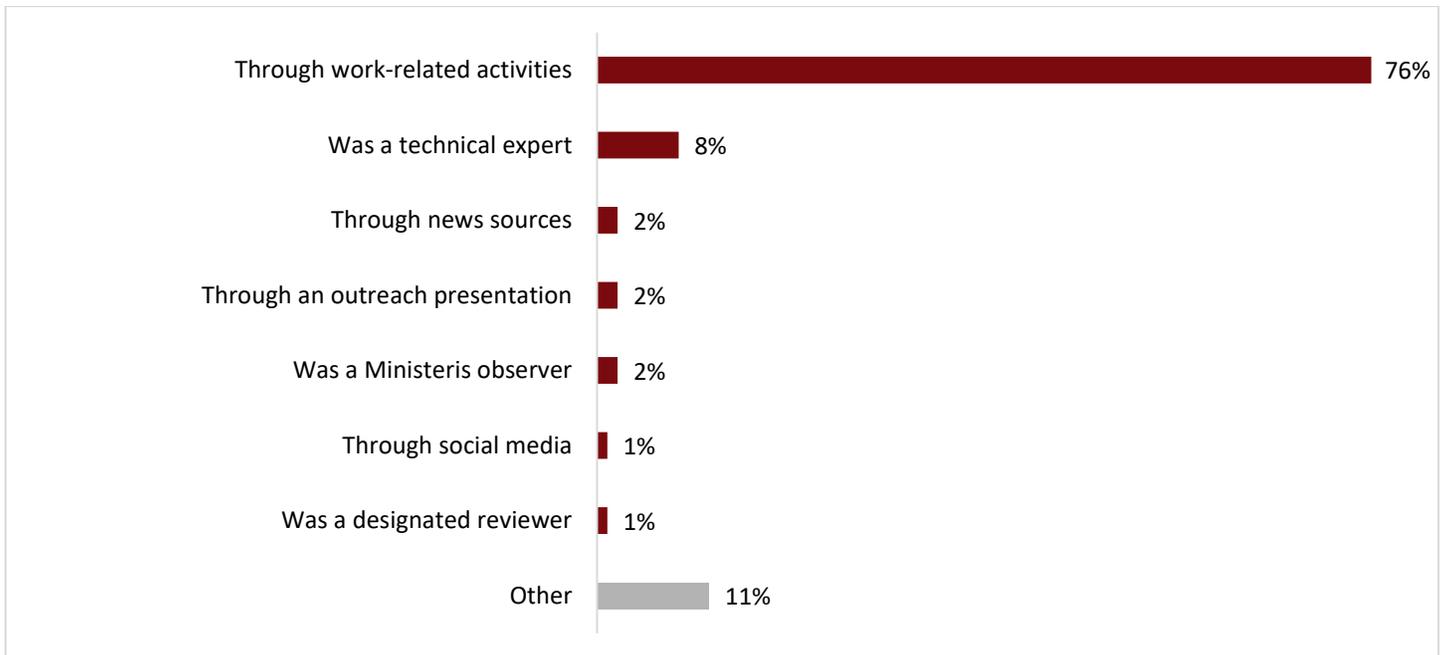
Sample frame: All respondents (n=117).



The stakeholders became aware of the TSB mostly through their work or through work-related activities (See Figure 2). Three quarters (76%) of survey respondents indicated that this is how they became aware of the TSB. This number remains stable since 2015 while the same proportion of stakeholders (76%) said the same. Other sources of awareness of the organization were really marginal when compared to this main reason. Being a technical expert (8%), the news (2%), the presentations (2%), being an observer for the Minister (2%), social media (1%), being a designated reviewer (1%) are the other sources of awareness of the TSB. One out of ten respondents (11%) mentioned another source of notoriety for the TSB without further details.

Figure 2: Answer to Q3B. How did you become aware of the TSB?

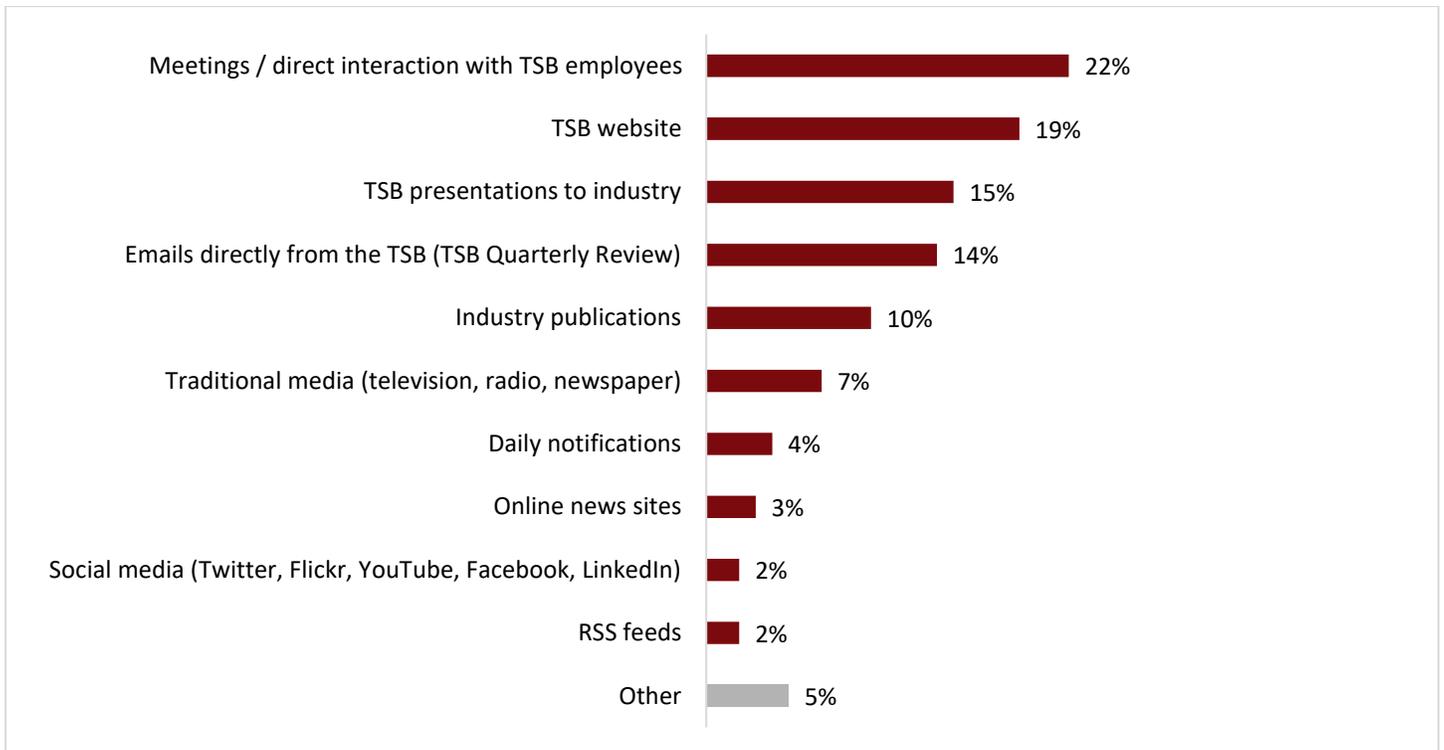
Sample frame: All respondents familiar with the TSB (n=98).



It is through direct interaction with the TSB and its employees that stakeholders primarily obtained information produced by the Board (22%) (See Figure 3). It is through industry presentations (15%) as well as through direct email from the TSB (e.g., the Quarterly Review) (14%) and transportation industry publications (10%) that TSB's information is shared with respondents. Other channels were mentioned by less than one stakeholder out of ten: traditional media (7%), daily notifications (4%), online news sites (3%), social media (2%) and RSS feeds (2%).

Figure 3: Answer to Q20. Please indicate the main method by which you obtain information about the TSB and its work.

Sample frame: All respondents (n=117).



Qualitative component

The majority of the interviewees indicated that they had a fair or very good knowledge of TSB, its role, and mission.

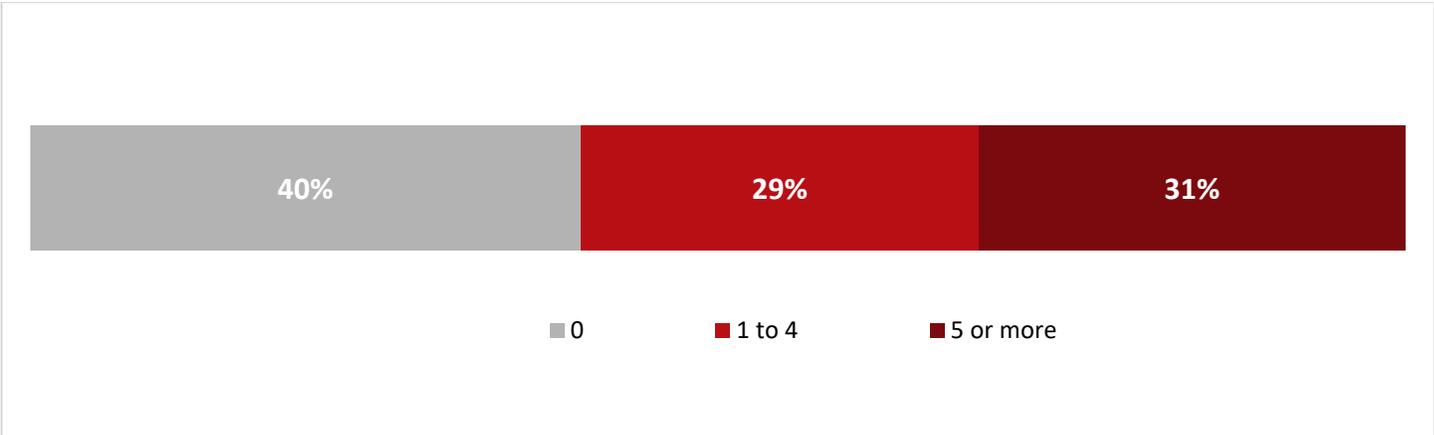
Several interviewees are required to interact with TSB several times during a regular year as part of their work.

Interactions are primarily through direct interaction with TSB investigators, through the exchange of information, or through the website and investigation reports. Interview results are fairly consistent with the results of the quantitative survey.

It seems that there has been a slight decline in the number of interactions between stakeholders and the TSB over the last five years due to transportation occurrences (See Figure 4). Indeed, four out of ten respondents (40%) reported that they had no contact with the TSB during this period. This is similar to the 2015 proportion of 36%. It is a decrease in the overall number of occurrence-related interactions in recent years for respondents who have had any. The average number of interactions is 4.9 incidents in the 2020 consultation whereas this figure was 9.7 occurrences in 2015.

Figure 4: Answer to Q4. During the past five years, how many occurrences have you been involved in that required working with the TSB?

Sample frame: All respondents (n=117).

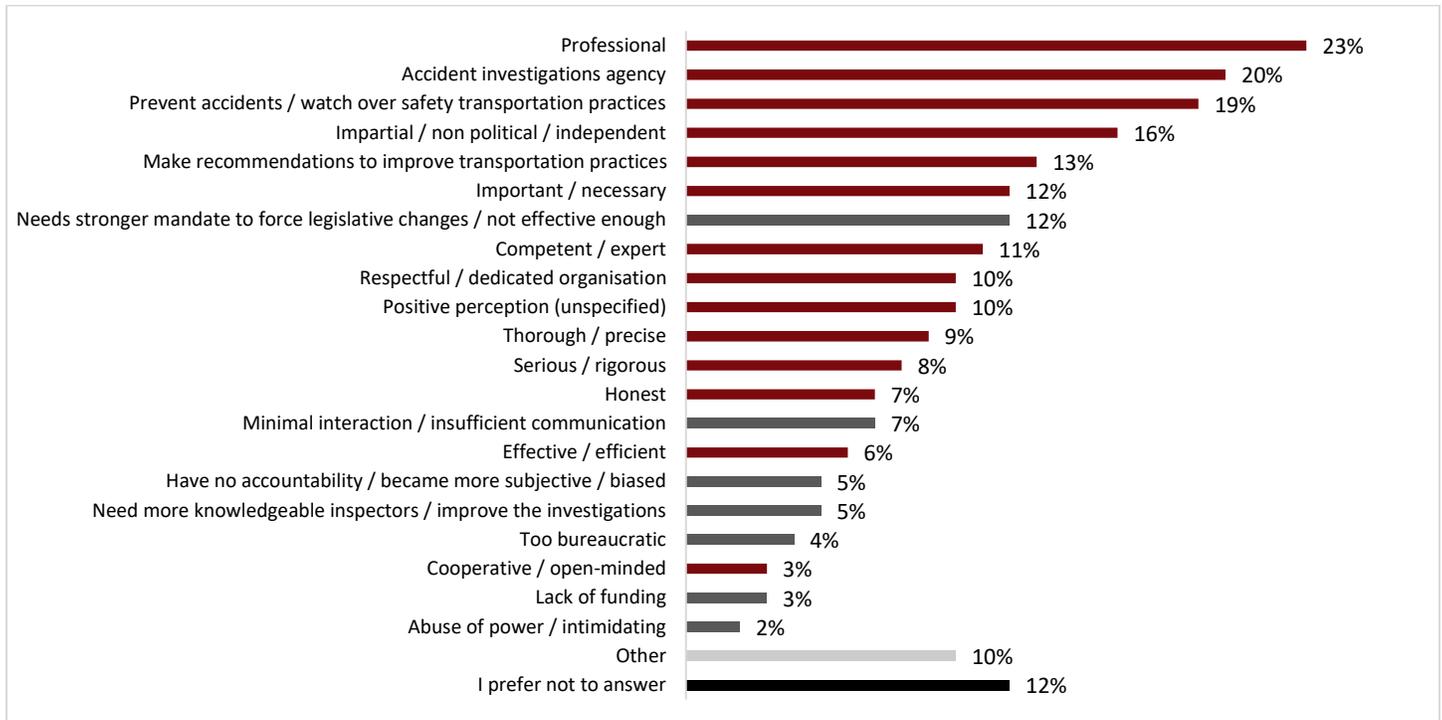


Survey respondents employed mostly positive words to describe the TSB (See Figure 5). Negative words were also used but to a lesser extent. The three most used words or expressions were “professional” (23%); “accident investigation agency” (20%); and “accident prevention” (19%). These three words or phrases are followed by the words “unbiased”, “independent from policy makers”, “recommendations to improve safety” and “important”. These words are, for the most part, closely related to the Board’s mission statement. This is a positive signal as stakeholders spontaneously associate the TSB with its mission.

Figure 5: Answer to Q5. What is your perception of the TSB; how would you describe it? MULTIPLE ANSWERS*

SPONTANEOUS MENTIONS

Sample frame: All respondents (n=117).



**Because respondents were allowed to give several answers, total mentions may be higher than 100%.*

Among the negative mentions made by the respondents, the “lack of efficiency to induce changes (impose changes) (12%)”, “the lack of interaction or communication (7%)”, “becoming biased (5%)”, “the need for inspectors with better expertise (5%)”, “too bureaucratic (4%)”, “the lack of funding” (3%) and “power abuse/intimidation (2%)” were mentioned to characterize the TSB.

Qualitative component

Spontaneously, a majority of interviewees mention positive elements when they think of the TSB. Words such as “factual”, “objectivity”, “expertise”, “professional”; “investigation” are the most often used words to characterize the TSB. These characteristics directly relate to the positioning and mission of the TSB. Therefore, it is good that many stakeholders spontaneously associate them with the TSB.

A few words were mentioned to a lesser extent, some with more negative connotations. As such, words such as “slow”, “vague”, “far-reaching”, “independent”, “comprehensive” and “prevention” came up regularly in the vocabulary of stakeholders to describe the organization. However, it should be noted that several interviewees also used negative adjectives or attributes to characterize the TSB. These negative adjectives included: “lack of resources”, “bureaucratic”, “broken”. These words with more negative connotations were mentioned by a minority of interviewees and did not come up regularly in the discussions.

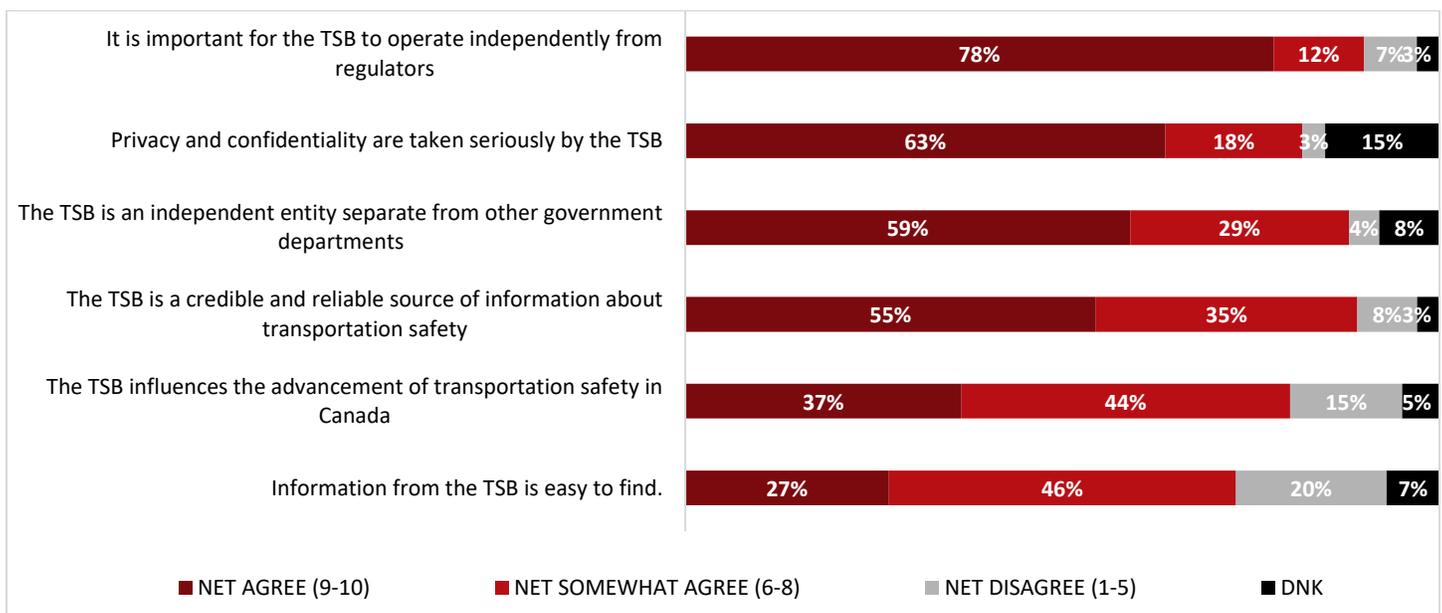
Several interviewees stated that they perceived a lack of resources (financial and human) at the TSB. This seems to influence the choices and actions of the Board in a negative way. It is not only driven by safety considerations. That is not good for the image and reputation of the TSB. Several interviewees stated that the TSB should collaborate more with the companies in the industry. It is an opportunity for the Board to improve its effectiveness. At the moment, some stakeholders feel that the TSB taking them with a guilty attitude and that is not good for collaboration. Some pointed out to the fact that there seems to be a clash between TC and TSB at certain moments. The relationship between the two organizations could certainly be better.

Many of the mentions, both positive and negative (from quantitative and qualitative component), had already been mentioned in the 2015 consultation. Thus, there is continuity in the perceptions associated with the Board.

Two out of six performance indicators are below a score of eight out of ten points. TSB’s “capacity to influence the advancement of transportation safety in Canada” (7.6) and “the ease of finding TSB’s information” (7.2) are the two performance statements that were rated the lowest by stakeholders (See Figure 6). These were the same two statements that scored the lowest in 2015. While the ease of finding TSB’s information has been fairly stable over the past five years, the ability to advance safety has decreased from 8.0 in 2015 to 7.6 in 2020.

Figure 6: Answer to Q16. Please rate your level of agreement with the following statements. Please use a scale of 1 to 10 where 1 means completely disagree, and 10 means completely agree.

Sample frame: All respondents (n=117).



The other four indicators showed average scores above 8.0 out of 10. The “importance for the TSB to be independent from the regulators” (9.1) is the indicator with the highest score. This is a very clear indication that stakeholders agree with and expect a clear separation between the Board and the regulators. The perception that “confidentiality and anonymity are taken seriously by the TSB” (8.9) was also highly rated by respondents. The assessment of these two indicators has been fairly stable over the past five years.

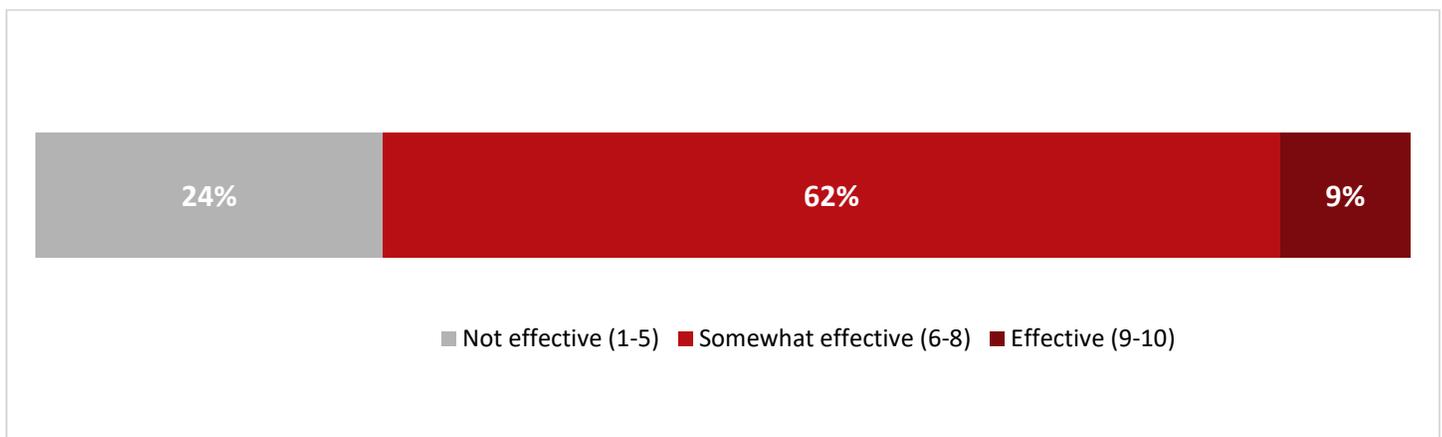
The last two performance indicators have been well assessed. One of the two even has a better score than in the 2015 consultation. The perception that “the TSB is independent of other agencies or departments” (8.8) has increased since 2015 (8.3). Finally, the perception “that the TSB is credible and a reliable source of information” (8.4), a new indicator this year, scored well.

2.2 Effectiveness of the TSB in Advancing Transport Safety

The 2020 survey results showed a slight decline in the stakeholder perception that the TSB is effective in influencing changes that improve transportation safety in Canada (See Figure 7). The 2015 average was 6.9 out of 10; it is now 6.6 out of 10. An important indicator is the decline of the number of respondents who perceive that the TSB is truly effective. This indicator went from 21% in 2015 to 9% in 2020; a sharp drop of 12%. This decrease is in favour of the proportion of respondents who believe that the TSB is somewhat effective; from 48% in 2015, this proportion is now at 62%.

Figure 7: Answer to Q6. Based on your current knowledge of the TSB, how would you rate its overall effectiveness in influencing changes that advance transportation safety? Use a scale of 1–10 (1 = not at all effective, and 10 = very effective).

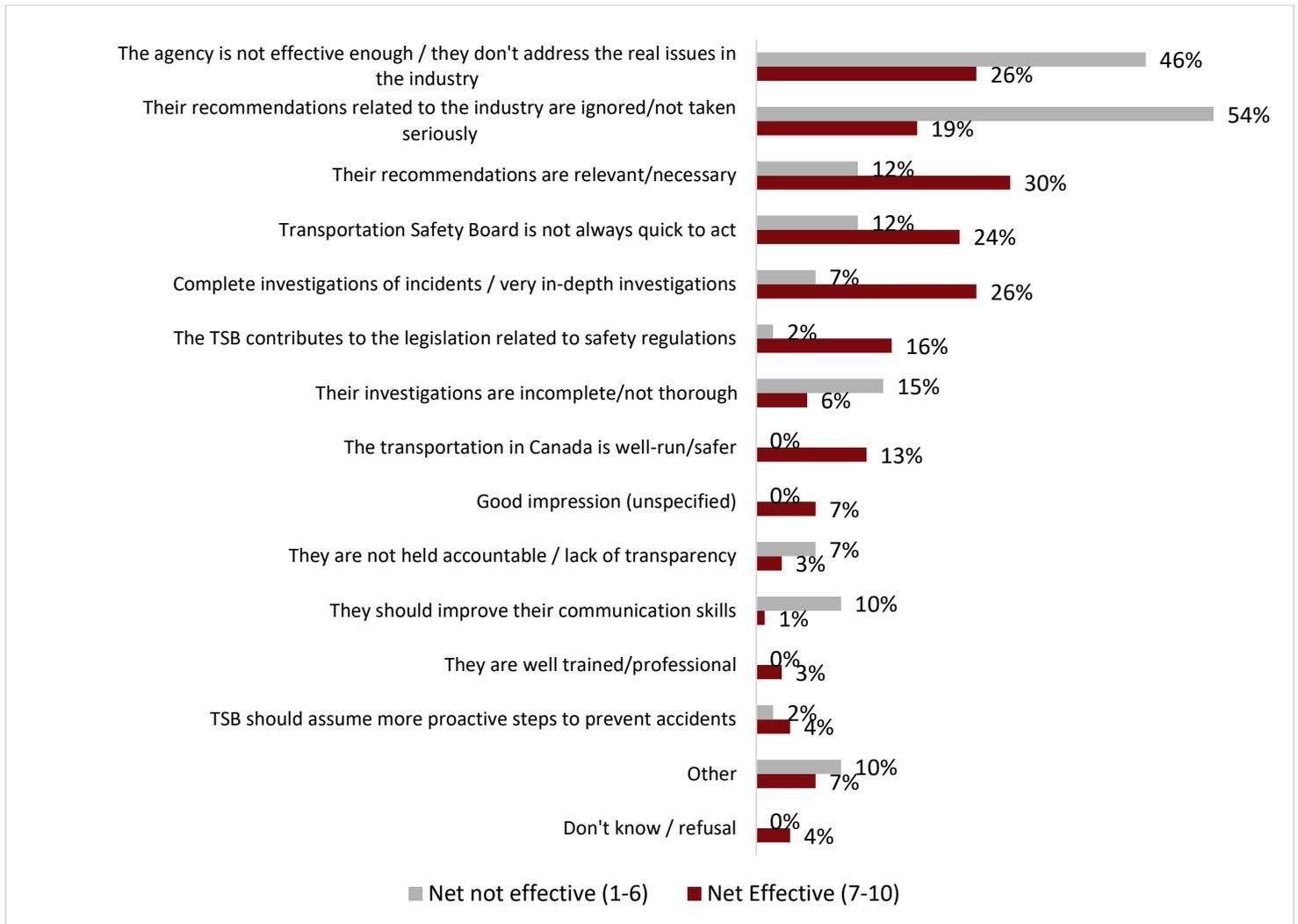
Sample frame: All respondents (n=117).



The reasons for the perceived effectiveness of TSB in influencing changes to improve transportation safety in Canada differ according to the perception of the effectiveness of the TSB (See Figure 8). For those who consider the TSB to be ineffective or not very effective, the reasons given are that the recommendations made by the TSB are ineffective or ignored (54%) or that the Board does not address real safety issues in the transportation industry (46%). On the other hand, respondents who believe that the TSB is somewhat or really effective are more likely to consider their recommendations to be relevant and necessary (30%), that their investigations are thorough and complete (26%), and that the TSB contributes to transportation safety regulation (16%).

Figure 8: Answer to Q7. Please briefly explain your answer to the previous question. —MULTIPLE MENTIONS ALLOWED*

Sample frame: Respondents who had an opinion on TSB’s effectiveness (n=111).



Qualitative component

Several interviewees stated that the TSB is effective in improving transportation safety in Canada. They believe that through its investigations, analysis, publication of reports and recommendations, the TSB is an important agent of change and safety improvement.

However, other interviewees, while not completely opposed to this view, believe that the TSB is not very effective and is missing opportunities to improve transportation safety. As such, greater collaboration with industry members would be effective. More proactive information sharing and systematic follow-ups with companies that have had incidents could also help improve the effectiveness of the TSB. The TSB could organize more presentations and also offer training for youth (apprenticeship—pilot and others).

The time taken by the TSB to publish reports and recommendations is also an aspect that hinders the effectiveness of the Board. The industry cannot wait years for a report and recommendations. The industry must move forward and take

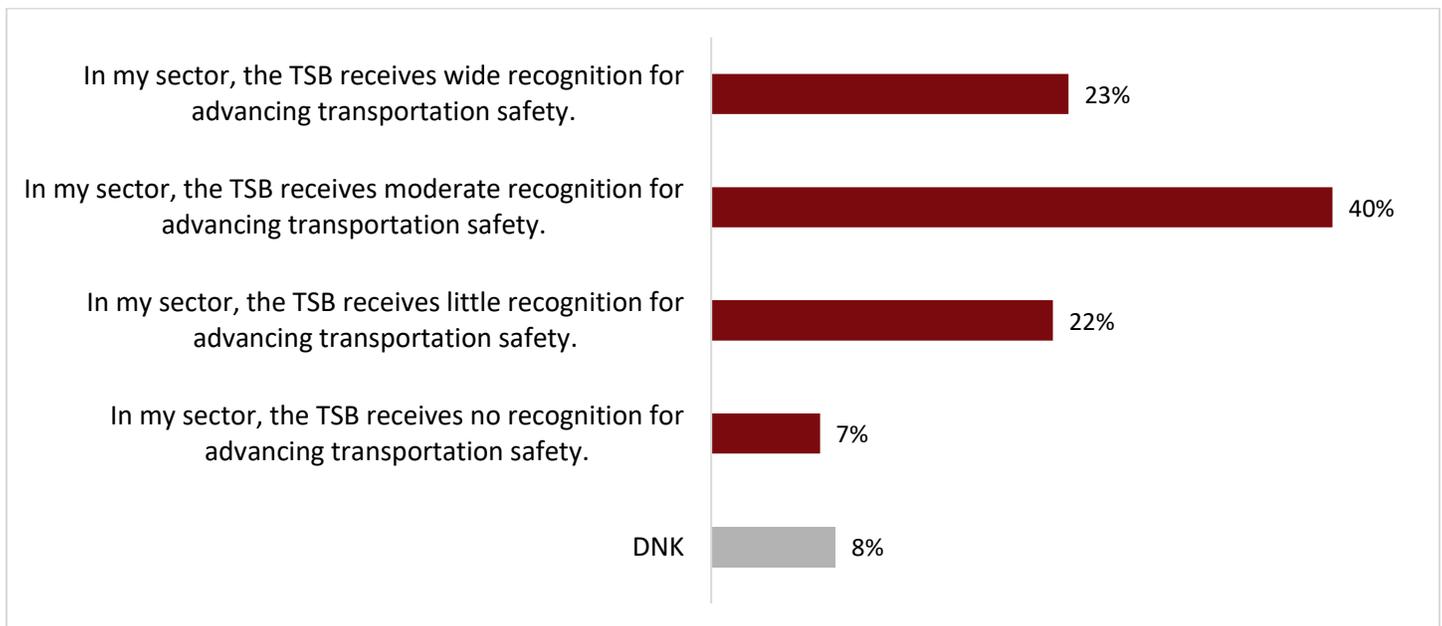
action to prevent future occurrences. Often when the TSB publishes a report, the opportunity for change has passed. Some interviewees recommend that the TSB publish its reports and recommendations in different stages to maximize their scope and influence change.

The TSB should also continue to put pressure on regulators, as they are currently doing, to push for the implementation of recommendations.

For most stakeholders who took part in the survey, the TSB is an organization that receives broad (23%) or moderate (40%) recognition in their respective sectors for advancing transportation safety in Canada (See Figure 9). Nearly one in five respondents (22%) felt that the TSB received little recognition (22%) while a minority (7%) felt that the TSB did not receive recognition in their sector for advancing safety in their sector. No comparison with previous years is possible because the wording/labels have changed.

Figure 9: Answer to Q8. Which of the following statements best matches your opinion regarding the level of recognition that the TSB receives for its role in advancing transportation safety?

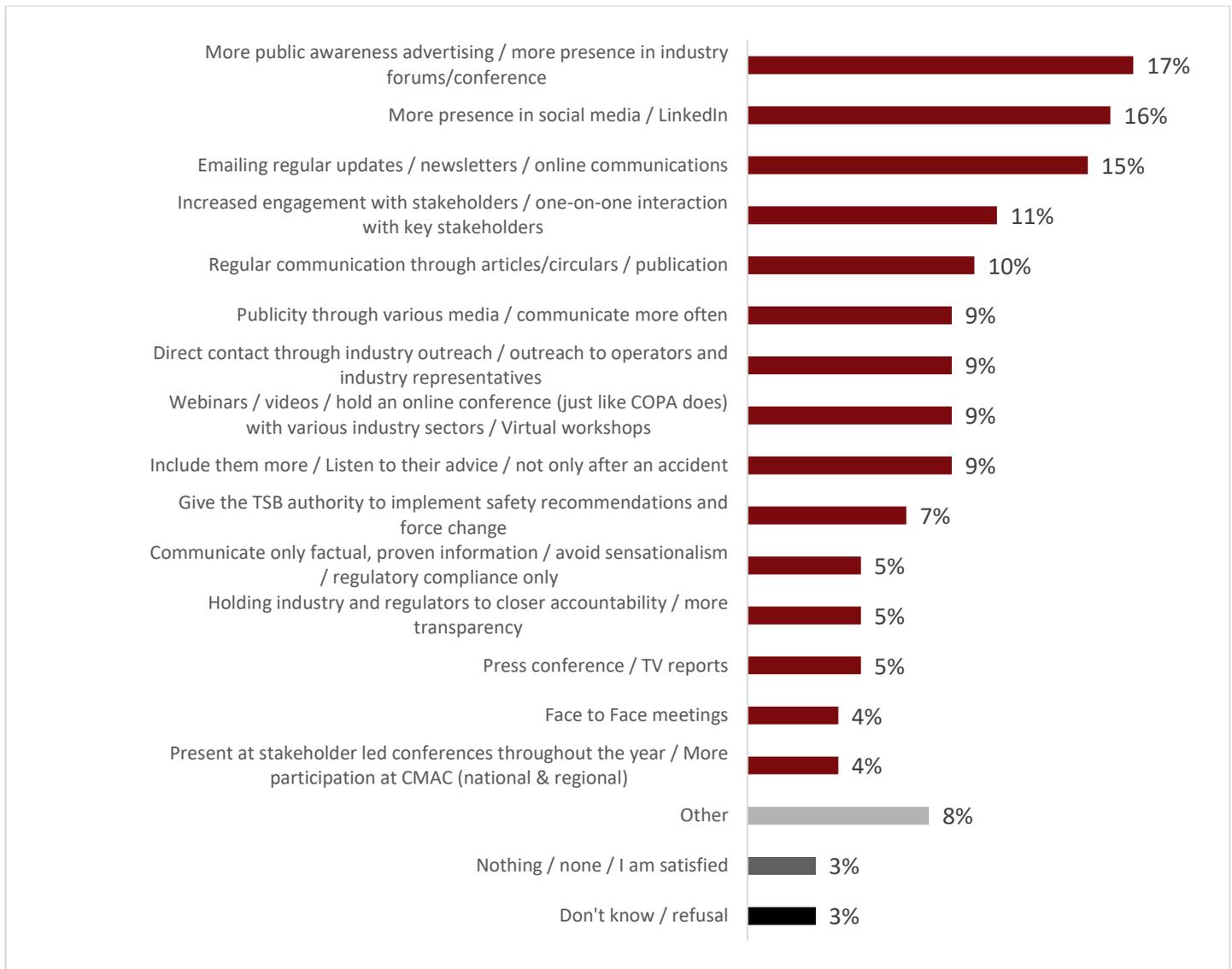
Sample frame: All respondents (n=117).



The top three solutions proposed by respondents to increase awareness of the TSB’s role and mission are: a greater presence at industry forums and conferences and more advertising (17%); an increase in social media presence (16%); and communicating more frequently, by email and newsletters, with stakeholders (15%) (See Figure 10). Respondents in the air sector are more likely to suggest a greater presence at industry forums and conferences and more advertising (33%), while those in the marine sector are more likely to suggest an increased presence on social media (29%).

Figure 10: Answer to Q23. The TSB would like to increase stakeholders’ awareness of our role, responsibilities, and key safety messages. In your opinion, what is the best method to do this? —MULTIPLE MENTIONS ALLOWED*

Sample frame: All respondents (n=117).



Other solutions suggested by respondents were mentioned in smaller proportions. Some should be highlighted as they are consistent with many of the comments received during the interviews: increased engagement with stakeholders, regular communication, direct contact with the industry and its representatives, face-to-face meetings, and presentations at industry events. All these solutions suggest a more proactive and dynamic engagement of the TSB with the industry and its stakeholders; an element that was regularly mentioned during the one-on-one interviews.

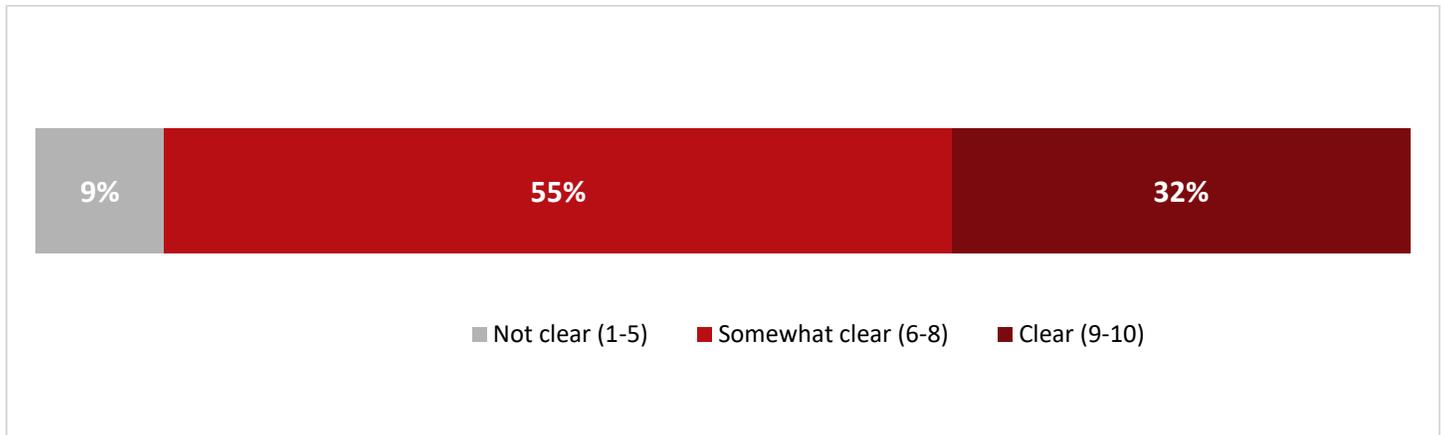
2.3 Information, Recommendations, Products and Services

The clarity of the information produced and published by the TSB is relatively well assessed by stakeholders. One third of respondents say that the information is really clear (32%) while more than half consider it to be somewhat clear (55%). Only one respondent in ten (9%) considers that the information is not really clear (See Figure 11). Respondents with

head office in British Columbia are less likely to think than the other respondents that TSB's information is very clear (17%); but they are more likely to think that TSB's information is somewhat clear (74%). No other significant differences between subgroups in the sample were found in the results.

Figure 11: Answer to Q12. How would you rate the information that the TSB provides? Use a scale of 1 to 10, where 1 means not clear at all, and 10 means very clear.

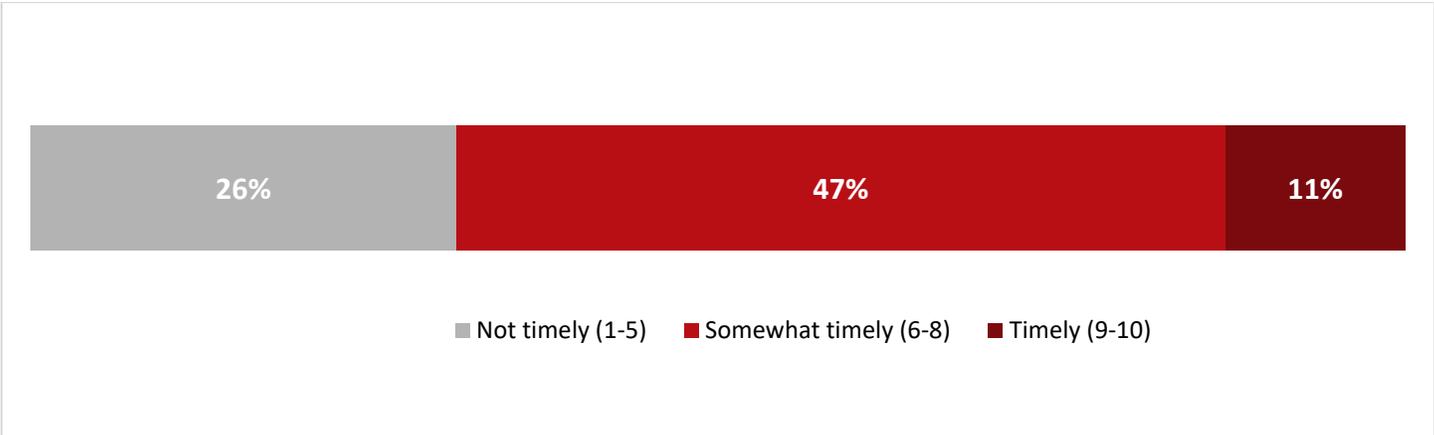
Sample frame: All respondents (n=117).



The timeliness of the information provided by the TSB is a characteristic that is less well rated by stakeholders (See Figure 12). Only one respondent in ten (11%) considers that the release of information is actually timely. Slightly less than half of the respondents (47%) consider the dissemination of information to be fairly rapid, while a quarter (26%) say it is not timely. Respondents whose organization operates in BC appear to be more negative than other respondents on this aspect. Almost half of BC respondents (46%) think TSB's information is not timely. While the average out of ten is 6.3 overall, it is 5.2 for those in British Columbia; a significant difference. That said, survey respondents do appear to perceive an improvement in this area; the average rating for this characteristic was only 5.5 in 2015.

Figure 12: Answer to Q14. How would you rate the timeliness of the information that the TSB provides (excluding investigation reports)? Please use a scale of 1 to 10 where 1 means not at all timely, and 10 means very timely.

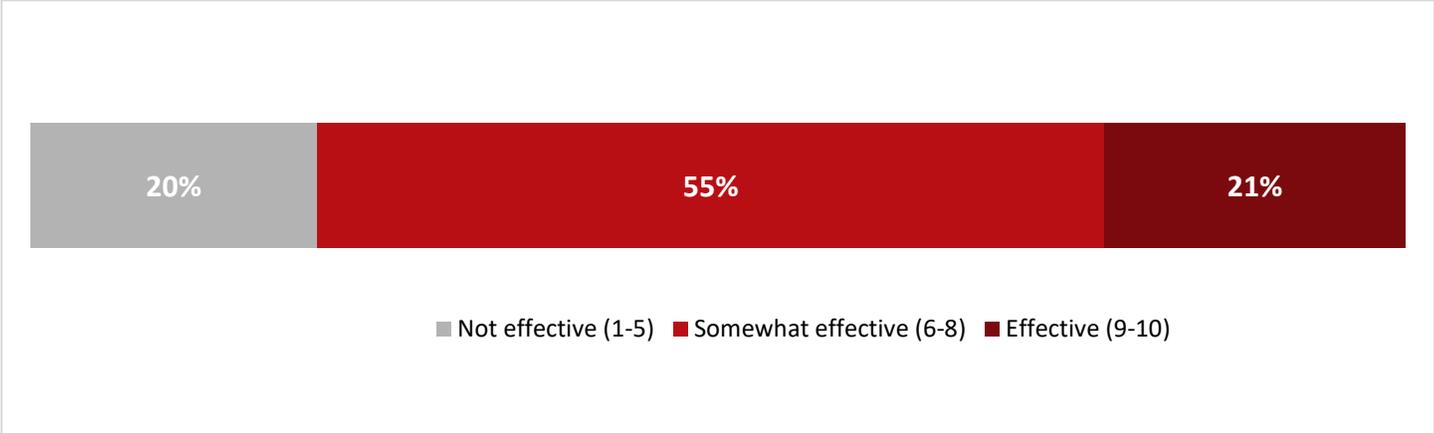
Sample frame: All respondents (n=117).



The effectiveness of the TSB recommendations is somewhat better assessed than the timeliness of information production and distribution (See Figure 13). About one in five respondents (21%) consider the recommendations to be very effective, while more than half (55%) consider them to be somewhat effective. One in five respondents (20%) say that the TSB’s recommendations are not effective. The perception of effectiveness has been stable since 2015, with no change in the average score for this characteristic (7.0). No significant differences between subgroups in the sample were found in the results.

Figure 13: Answer to Q17A. Do you feel that TSB recommendations are effective? Please use a scale of 1 to 10 where 1 means not at all effective, and 10 means very effective.

Sample frame: All respondents (n=117).



Qualitative Component

INFORMATION

An important majority of interview participants consider the information disseminated by TSB to be satisfactory. It is perceived, the majority of the time, to be clear, factual, accurate, reliable, objective and thorough. Several interviewees would give the information a score of 10/10. Very few interview participants were dissatisfied with the information disseminated by TSB.

A few interviewees identified gaps in the information distributed by TSB. Some mentioned that the reports may contain certain aspects of subjectivity or omissions. It was indicated that some investigators leave out some important factors in their investigation to focus only on other factors. Industry members and TSB investigators do not always have the same reading of events. For this reason, many stakeholders would like to be able to intervene and comment on the direction and focus of the investigation and not just comment on a report at the very end on the factual aspect. It is considered important by some stakeholders to have a say in the direction of an investigation that affects them. Significant differences in reporting and depth of analysis between regions and sectors was also identified.

TIMELINESS

The timeliness of TSB's reports and recommendations must be addressed. The majority of interviewees understand that investigations cannot be rushed. They are aware that the process is lengthy and should not be rushed. That said, many consider delays of more than a year to be abnormal.

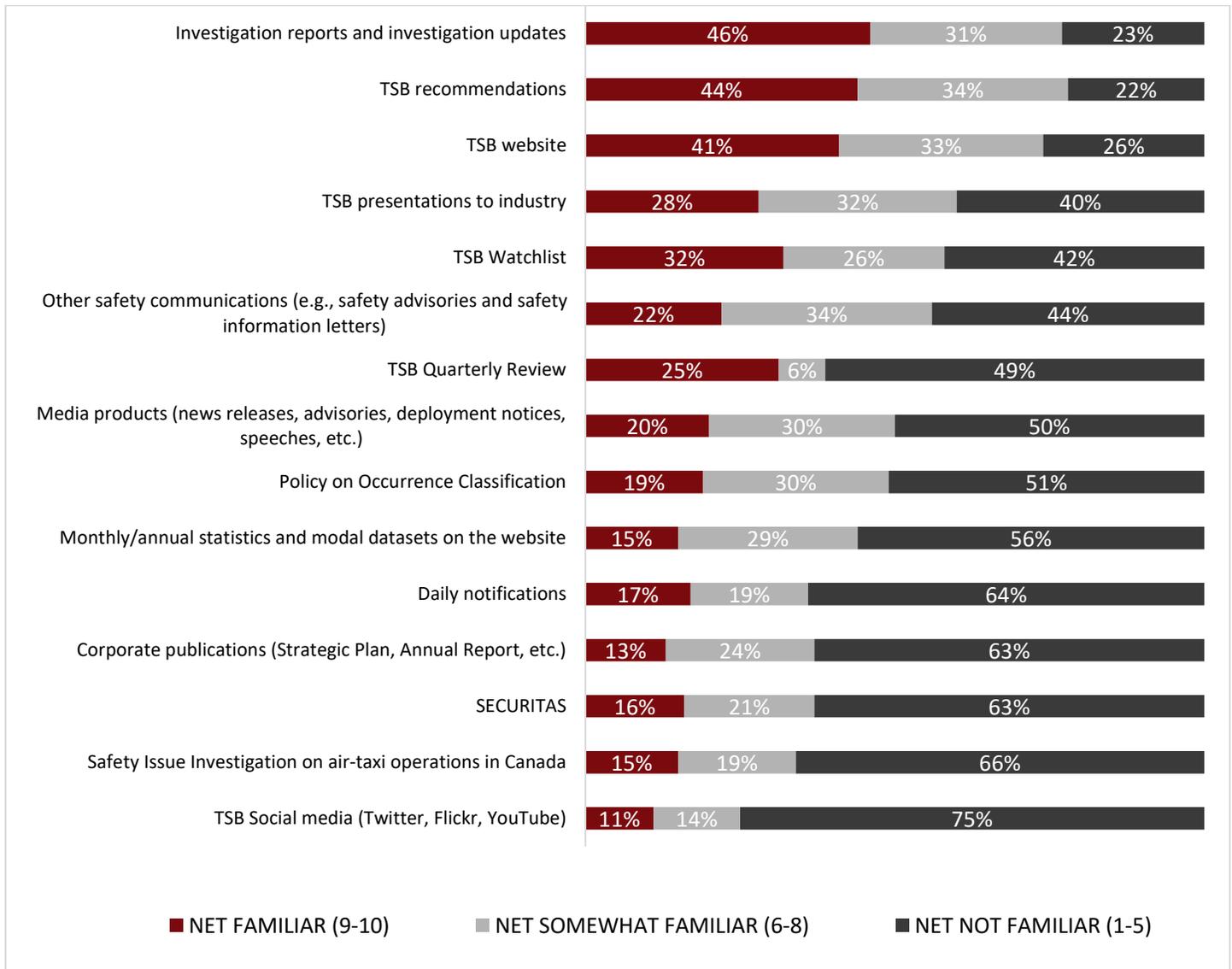
EFFECTIVENESS

TSB recommendations and their effectiveness are judged to be neither very effective nor not effective. It is said that several recommendations are too general and not sufficiently in line with the reality of the different sectors of the industry, their reality and their resources. Many also point to the fact that recommendations have been made for years without being implemented or regulated as a sign of TSB's lack of effectiveness in implementing recommendations.

Most TSB stakeholders are not very familiar with TSB products or tools (See Figure 14). Even for the most familiar product, investigation reports and updates, less than half of the stakeholders (46%) say they are really familiar with it. TSB recommendations get about the same level of familiarity among respondents. Just over four in ten respondents (44%) say they are very familiar with the TSB's recommendations. A similar proportion (41%) say they are very familiar with the TSB website. These are the three products/tools with which stakeholders are most familiar.

Figure 14: Answer to Q9. Please rate your level of familiarity with each of the following. Use a scale of 1–10 (1 = not at all familiar, and 10 = very familiar).

Sample frame: All respondents (n=117).



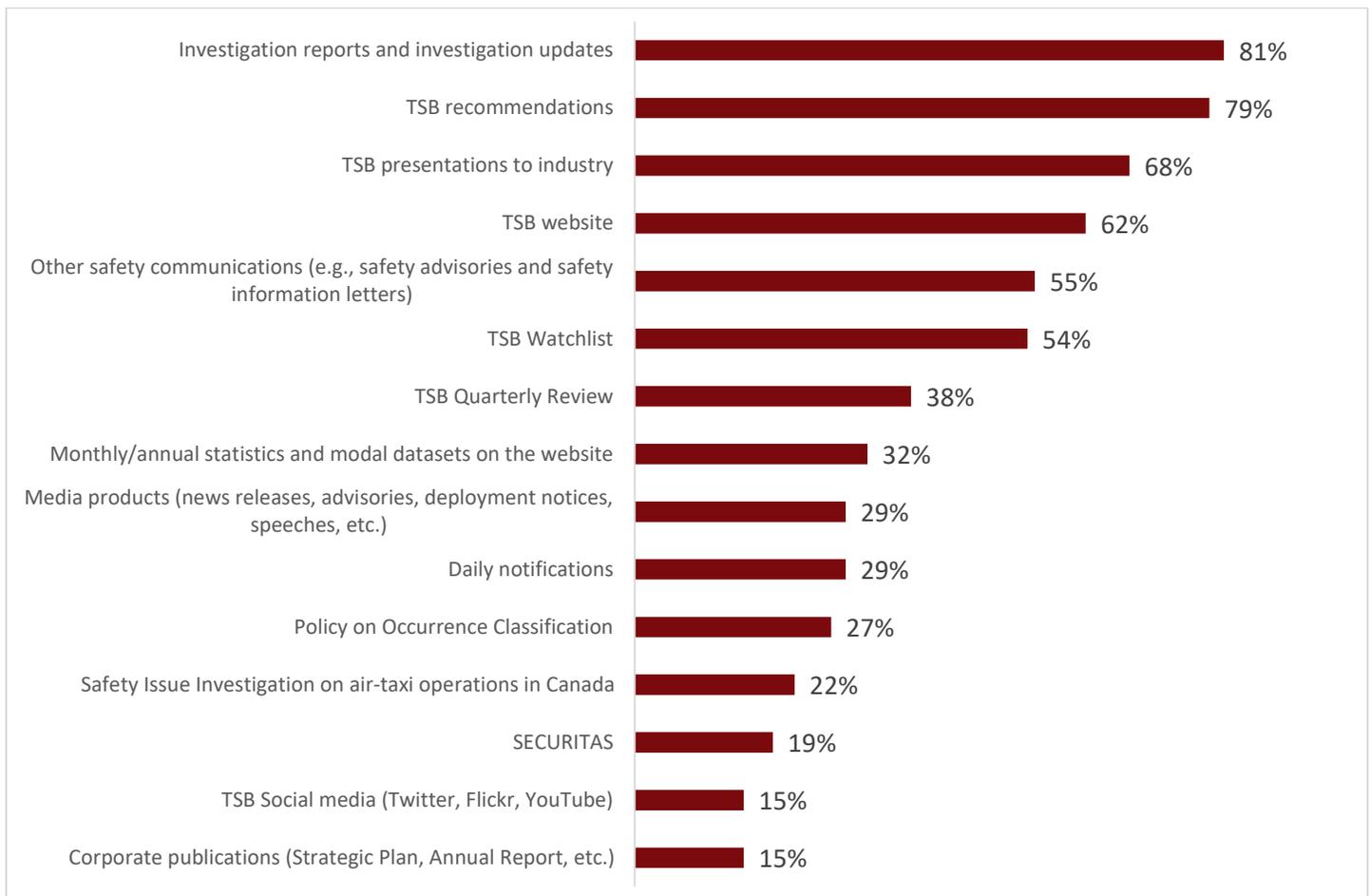
Respondents are much less familiar with the other TSB products/tools. In fact, more than half of the respondents indicate that they are not familiar with a large number of products/tools: TSB social media (75%); Safety issue investigation on air-taxi operations in Canada (66%); Daily notifications (64%); SECURITAS (63%); Corporate publications (63%); Monthly/annual statistics and modal datasets (56%) and Policy on Occurrence Classification (51%).

The perceived relevance of TSB’s various products and tools follows the same trends as the level of familiarity, which in itself makes sense (See Figure 15). Investigation reports and updates, recommendations, presentations to industry and the TSB website are the products/tools that are deemed most relevant by respondents. Although many products/tools are deemed relevant by only a small proportion of respondents, this does not constitute a negative judgment as to their

importance. They are most likely to be less relevant to the specific type of work being done by the respondents. Some significant differences are worth noting: stakeholders working in the aviation industry are more likely to consider the TSB Watchlist and the Safety issue investigation on air-taxi operations in Canada to be relevant to their work.

Figure 15: Answer to Q10. Which of the TSB products and services below are relevant to you? —MULTIPLE MENTIONS ALLOWED*

Sample frame: All respondents (n=117).



It should be noted that for all products/tools (those that can be tracked in previous waves), there has been an increase in relevance over the past five years.

Qualitative Component

Investigation reports are unquestionably the best-known products of stakeholders. They are also the reports that are the most consulted and the most relevant for the stakeholders. They are also the investigation reports that bring people to the TSB website and their updates.

Awareness of other products and tools is relative to the industry sector and the role of stakeholders. It is therefore normal that very few interviewees are very familiar with many of these tools and products. It is clear, however, that the majority of interviewees who are familiar with and use the products are generally satisfied with them.

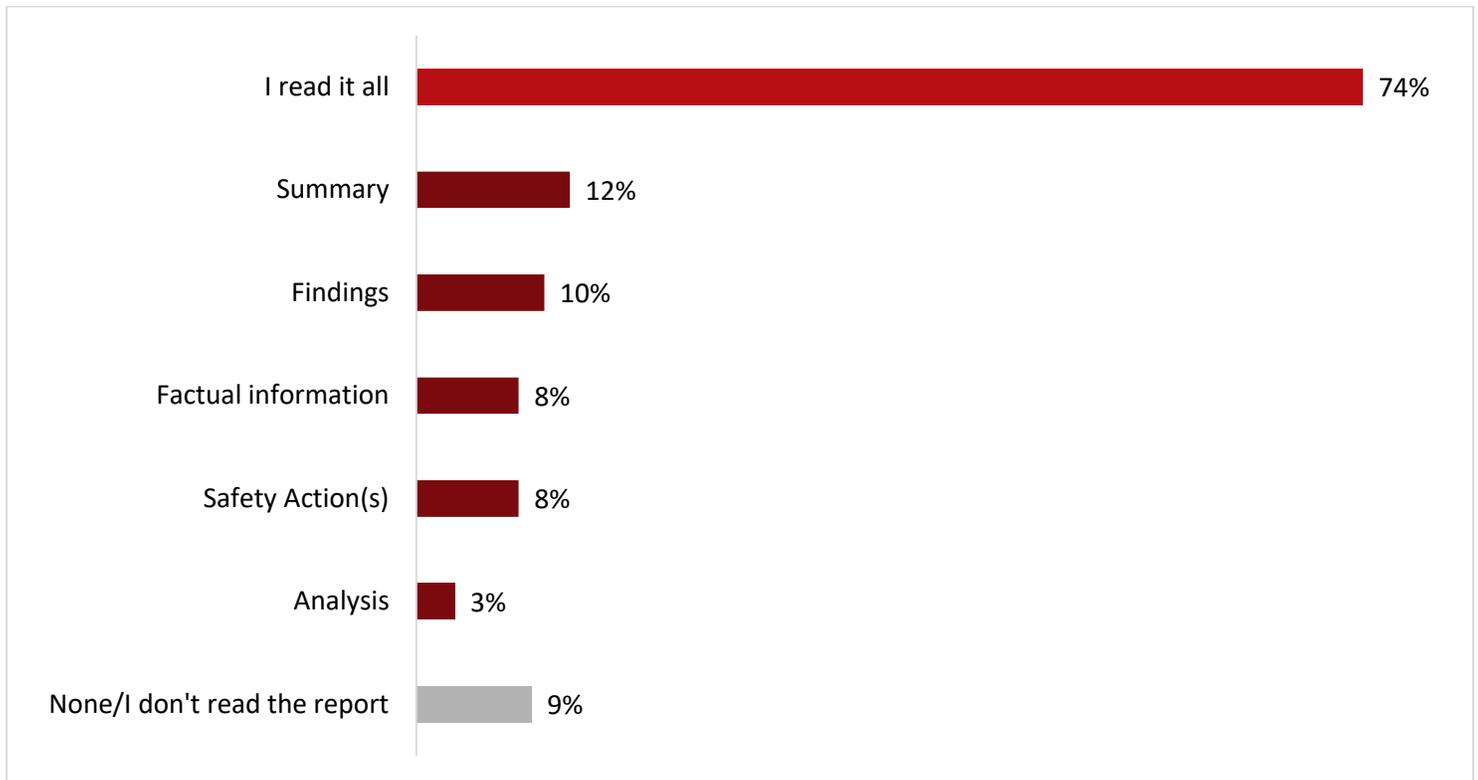
A few interview participants mentioned areas for improvement for certain products:

- Watchlist: too general inapplicable to all sectors
- Datasets: often incomplete. Some information is missing to perform calculations.
- Occurrence Classification: not up to date. Several definitions are outdated. Needs to be updated.
- Social media: be careful not to fall into sensationalism or to publish information too quickly while investigations are in progress.

TSB investigation reports are considered relevant by a strong majority of respondents (81%). These reports are read in their entirety by nearly three quarters of respondents (74%). Respondents from the air sector are more likely (90%) than the other respondents to read TSB's investigation reports in full. Just under one in five respondents (17%) read only certain sections of the reports (See Figure 16).

Figure 16: Answer to Q11D. Turning to our investigation reports, which sections of the reports do you read? — MULTIPLE MENTIONS ALLOWED*

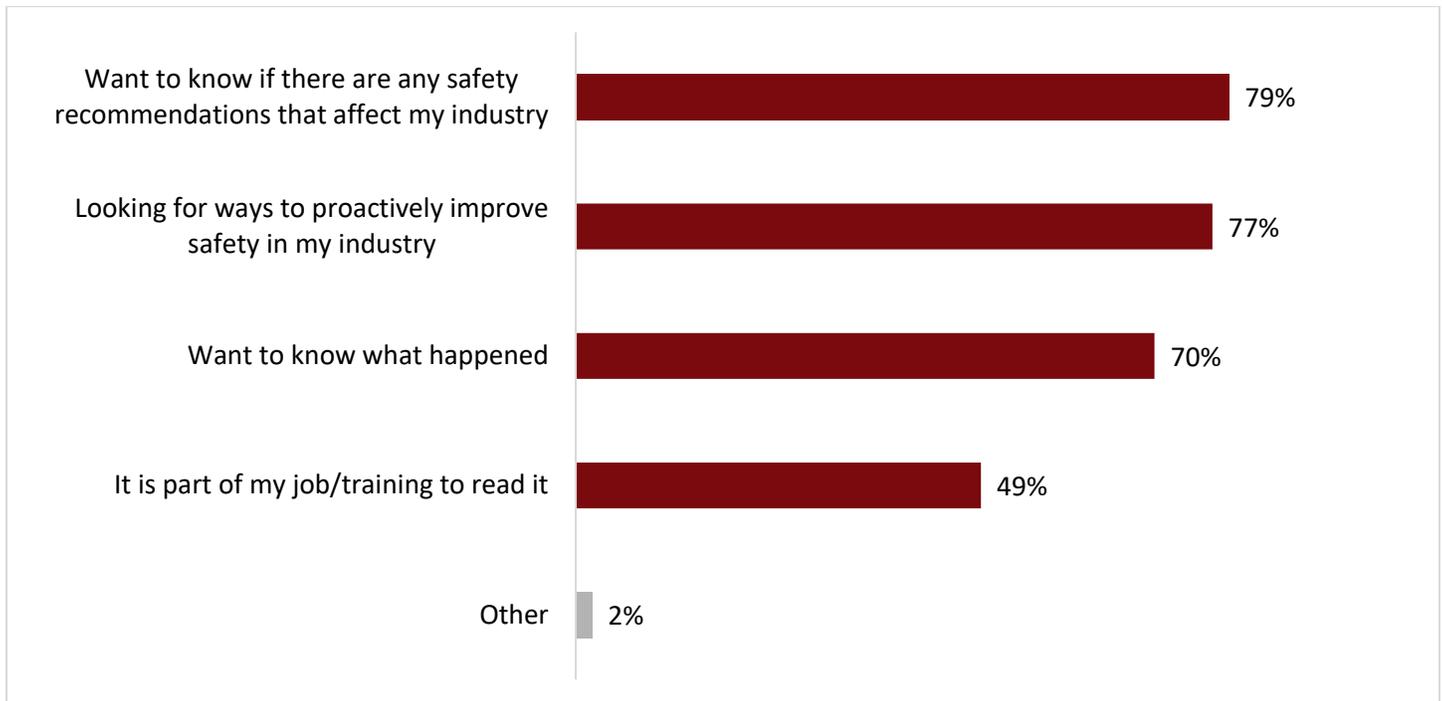
Sample frame: All respondents (n=117).



The main reasons respondents gave for reading investigation reports are: to find out if there are safety recommendations that affect their industry (79%); to be proactive in improving safety in the industry (77%); and to find out what has happened (70%) (See Figure 17). Slightly less than half of respondents (49%) say that reading investigation reports is part of their job and training. Respondents working in the air sector are more likely to mention wanting to be proactive about changes in their industry (90%). Respondents in the marine sector are, in their case, less likely to mention that reading investigation reports is part of their job or training (30%).

Figure 17: Answer to Q32. Why do you read TSB investigation reports? —MULTIPLE MENTIONS ALLOWED*

Sample frame: All respondents (n=107).

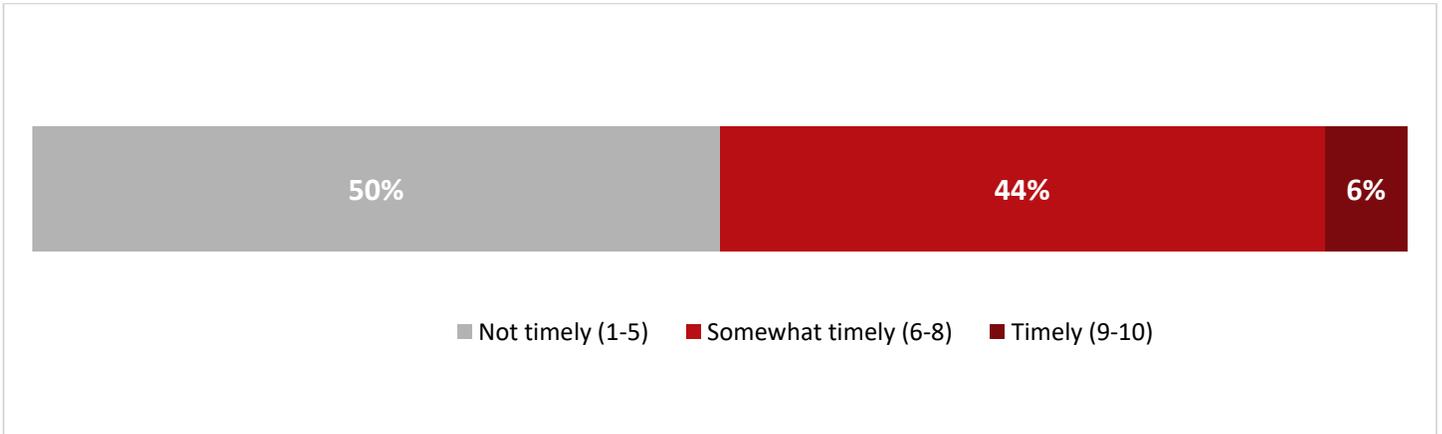


The lack of time is mentioned by three in ten respondents (30%) as the reason for not reading the reports and one in ten (10%) say it is because the reports are not published quickly enough. Six out of ten respondents (60%) said that other reasons explained the non-reading of the investigation reports.

The timeliness of investigation reports is one of the characteristics that is not so well assessed by respondents (See Figure 18). A very small minority of respondents (6%) say that the publication of investigation reports is very timely and just over four out of ten (44%) indicate that the release is somewhat timely. This leaves half of the respondents (50%) who do not consider the publication of reports to be timely. The TSB is rated an average of 5.3 out of 10 on the timeliness of investigation reports attribute. This rating is higher among respondents from the Prairies (6.2) but is significantly lower (4.6) among respondents from the marine sector.

Figure 18: Answer to Q34. How would you rate the timeliness of our investigation reports? Please use a scale of 1 to 10, where 1 means not at all timely, and 10 means very timely.

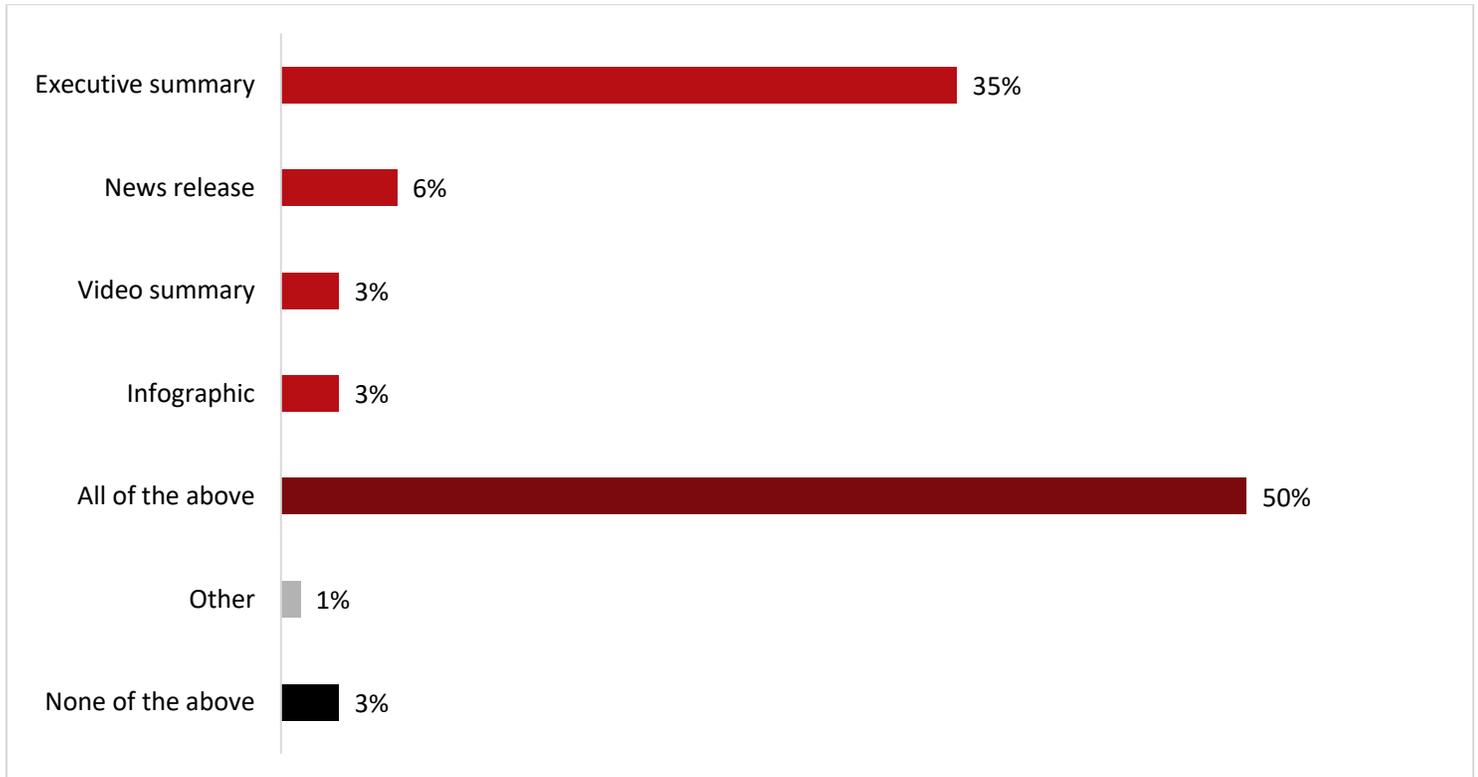
Sample frame: All respondents (n=107).



Half of the respondents agreed that all sections of the investigation reports are useful (50%), while a little more than a third of respondents (35%) pointed to the executive summary as the most useful section for them (See Figure 19). The remaining sections are considered useful, but to a lesser extent. The video summaries are considered useful by a minority of respondents (3%) but respondents from the marine sector are more likely than others to find this section useful (9%).

Figure 19: Answer to Q35. Which of the following investigation report summaries would be most useful to you?

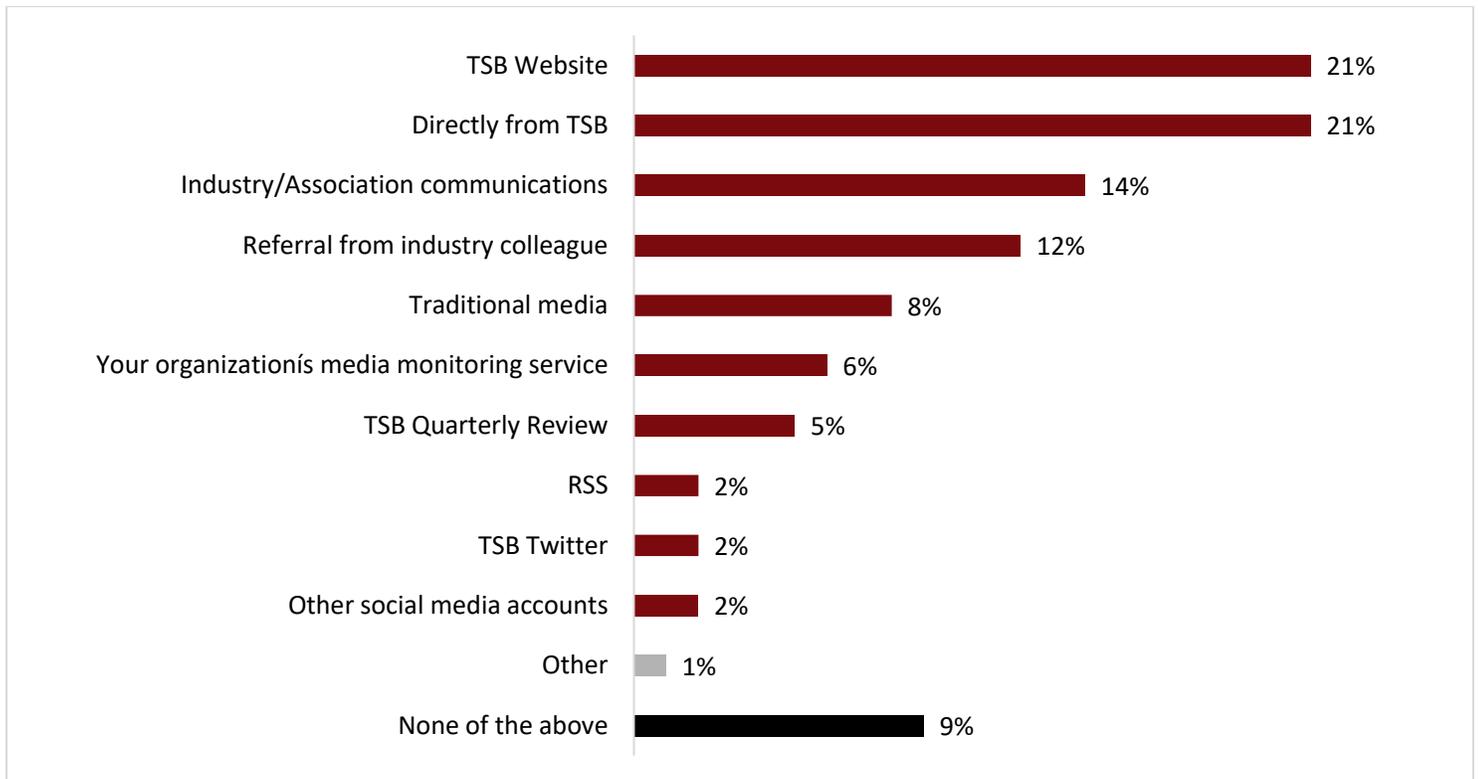
Sample frame: All respondents (n=117).



Respondents were informed directly by the TSB (21%) or on the TSB website (21%) that an investigation report has been published (See Figure 20). A smaller proportion of respondents learn about it through industry associations (14%) or from colleagues (12%). Other sources of information about the publication of investigation reports were mentioned by fewer than one in ten respondents.

Figure 20: Answer to Q36. How do you usually find out when an investigation report is released?

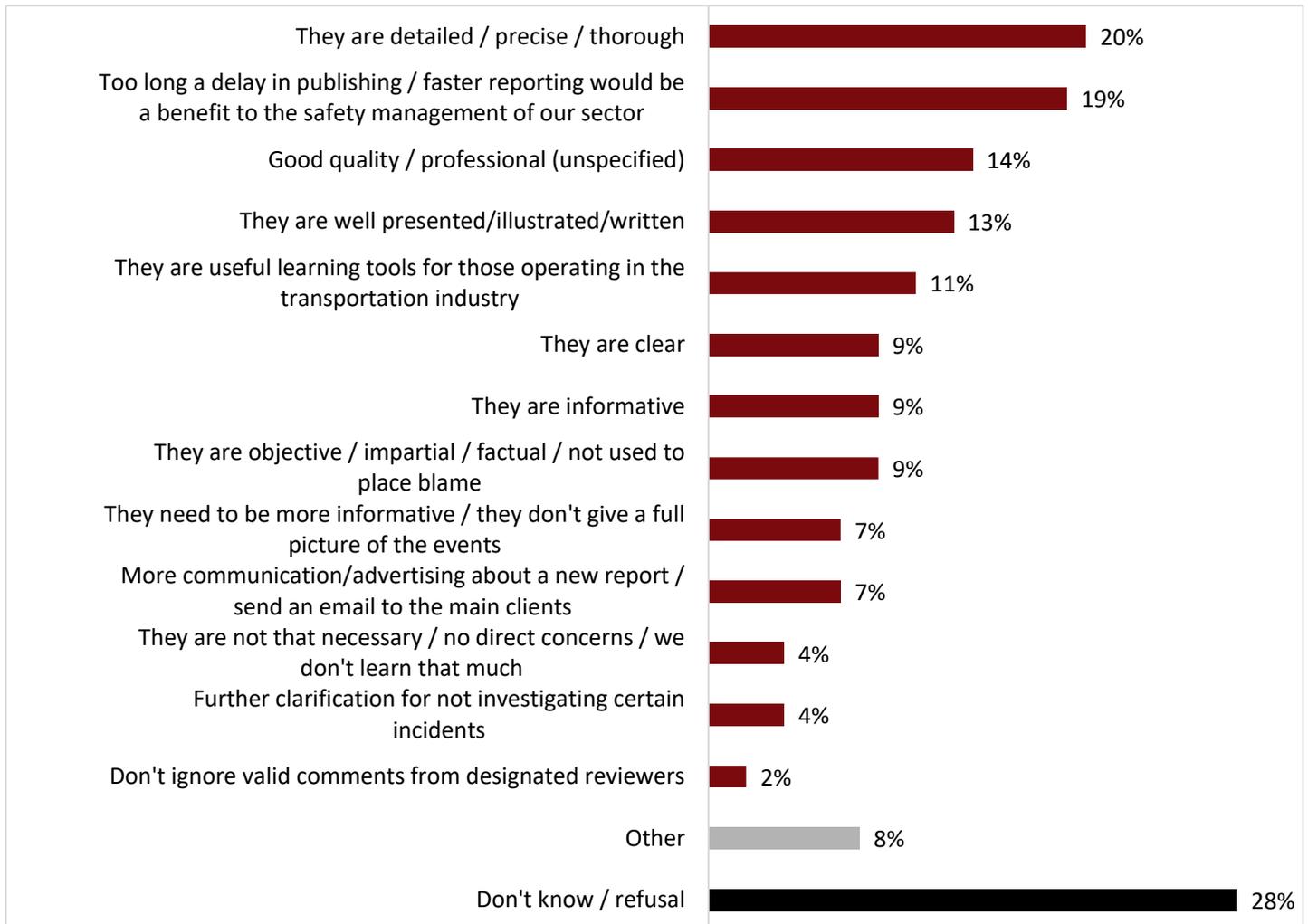
Sample frame: All respondents (n=117).



The two most common comments mentioned about the investigation reports are that they are detailed/precise and thorough (20%) and that there is too much of a delay before they are published (19%) (See Figure 21). These two comments stand out from the other comments mentioned by less than 15% of respondents. On the other hand, the reports are perceived to be of good quality and professional (14%), well presented/illustrated/written (13%); and useful (11%). Other comments were mentioned by less than 10% of respondents.

Figure 21: Answer to Q11E. We're interested to hear your comments about our investigation reports. Please enter your comments in the following box. —MULTIPLE MENTIONS ALLOWED*

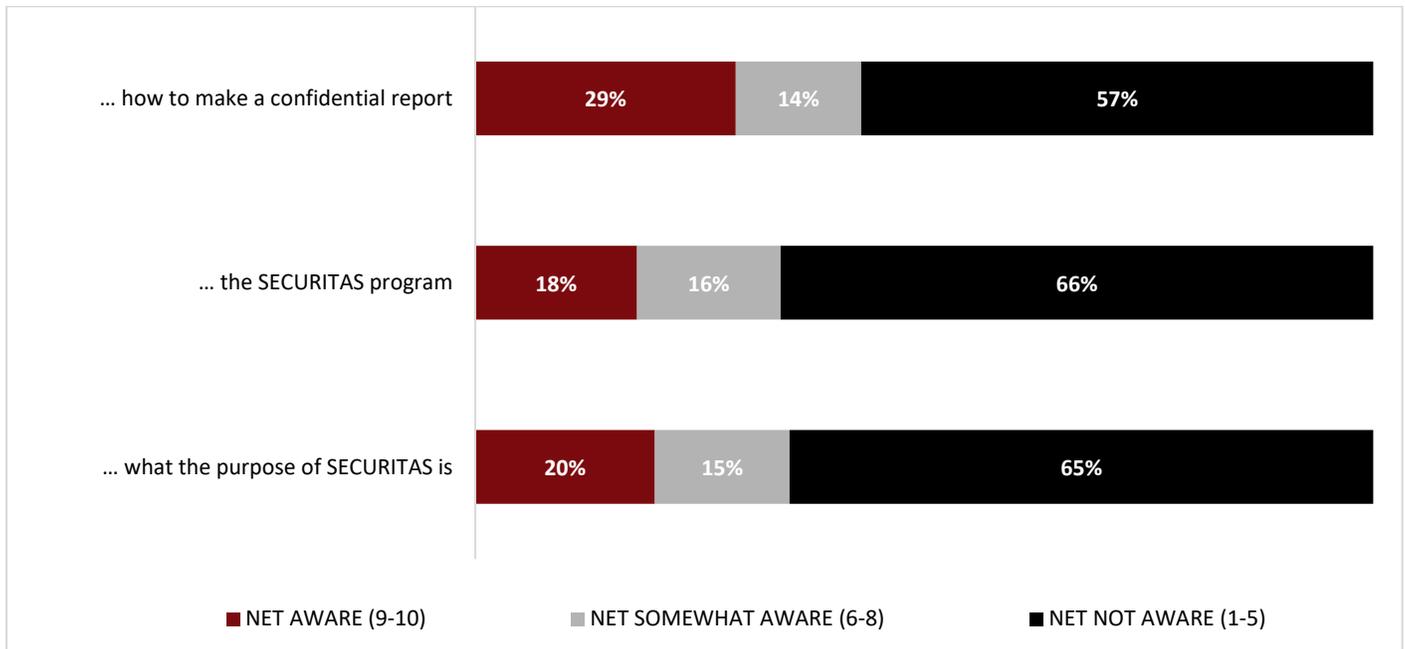
Sample frame: Respondents who read the investigation reports (n=107).



It seems that the SECURITAS program is not very well known by a majority of stakeholders (See Figure 22). In fact more than two thirds of respondents are not familiar with the SECURITAS program (66%), about the same proportion of respondents do not know what its purpose is (65%), or do not know how to make a confidential report (57%).

Figure 22: Answer to Q18A. Using a scale of 1 to 10 where 1 means not at all aware, and 10 means very aware; please rate your awareness level of...

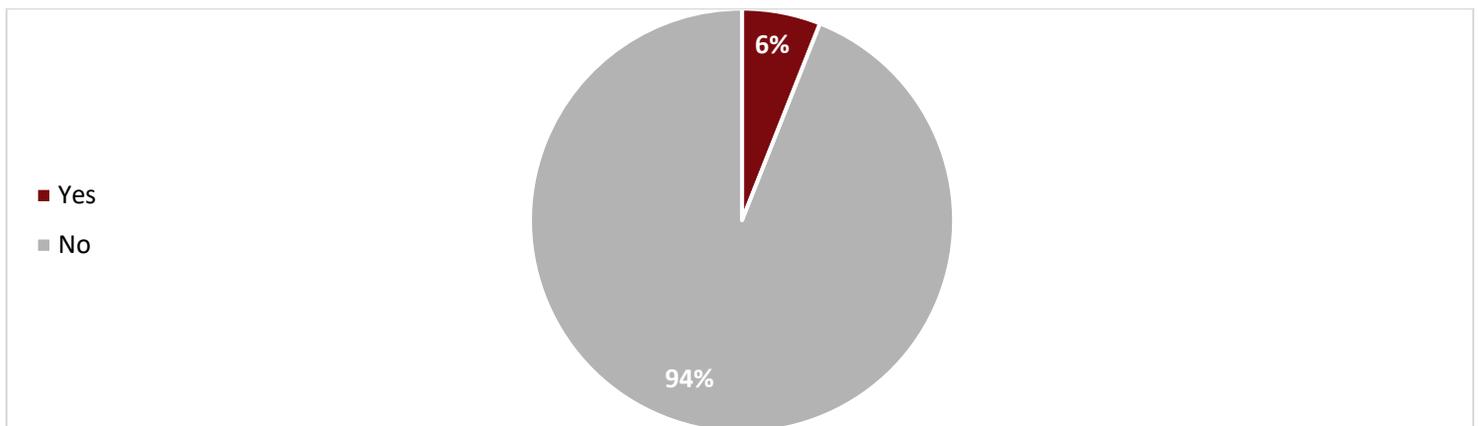
Sample frame: All respondents (n=117).



Indeed, only a minority of stakeholders (6%) have ever had to submit a SECURITAS report (See Figure 23).

Figure 23: Answer to Q37. Have you ever submitted a SECURITAS report?

Sample frame: All respondents (n=117).

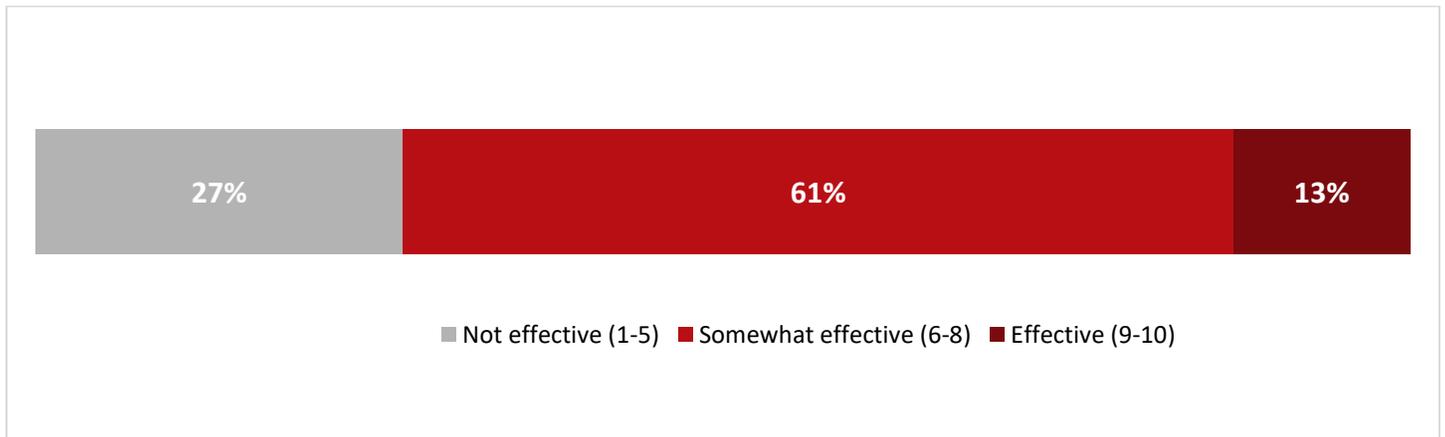


The TSB Watchlist seems to have gotten better over the last few years. The Watchlist’s perceived effectiveness has improved (See Figure 24). While the average score in 2015 was 5.8 out of ten, the average score for 2020 is 6.6. A

significant increase in the perceived effectiveness. More than one in ten respondents (13%) believe that the Watchlist is effective, while six in ten (61%) believe that it is somewhat effective. Slightly more than one quarter believe it is not effective (27%).

Figure 24: Answer to Q19A. How would you rate the effectiveness of the TSB’s Watchlist? Please use a scale of 1 to 10 where 1 means not at all effective, and 10 means very effective?

Sample frame: Respondents of TSB Watchlist (n=64).

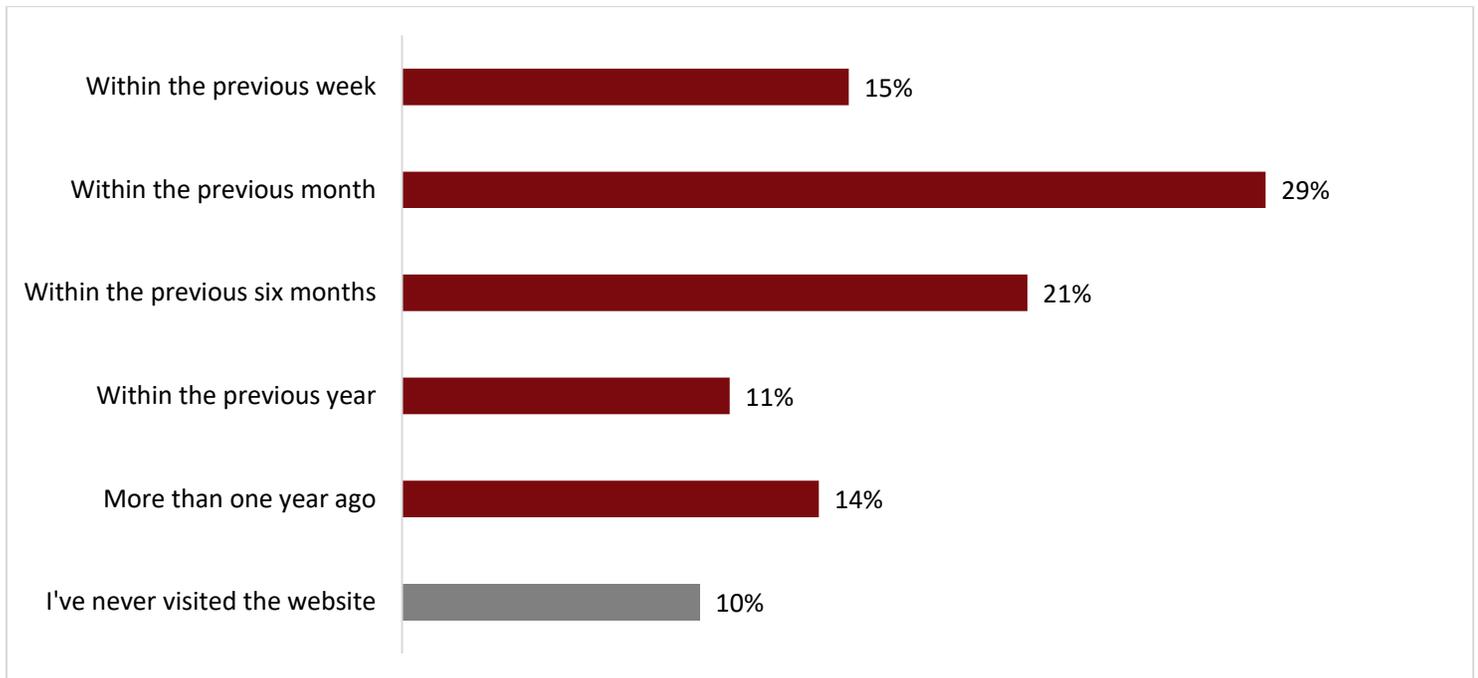


2.4 TSB Website

A clear majority of TSB’s stakeholders have previously visited the TSB website (See Figure 25). It seems that the website’s traffic has increased over the last five years. In 2015, 20% of the stakeholders had never visited the website while this proportion is 10% in 2020. In fact, the majority of respondents have visited the TSB website in the last six months and about a quarter of the respondents have visited the TSB website more than six months ago.

Figure 25: Answer to Q11A. When did you last visit the TSB website?

Sample frame: All respondents (n=117).



The most popular pages viewed by stakeholders on the TSB website are reports and updates (80%); and recommendations (63%) (See Figure 26). The other pages that are definitely less visited by stakeholders are the Watchlist (37%); other security communications (31%); and monthly/annual statistics and modal databases (20%). All other pages are visited by fewer than one out of five respondents. Marine respondents are less likely than other respondents to consult recommendations (47%) and monthly/monthly/annual statistics and modal databases (20%).

Figure 26: Answer to Q11B. When did you last visit the TSB website?

Sample frame: All respondents (n=117).



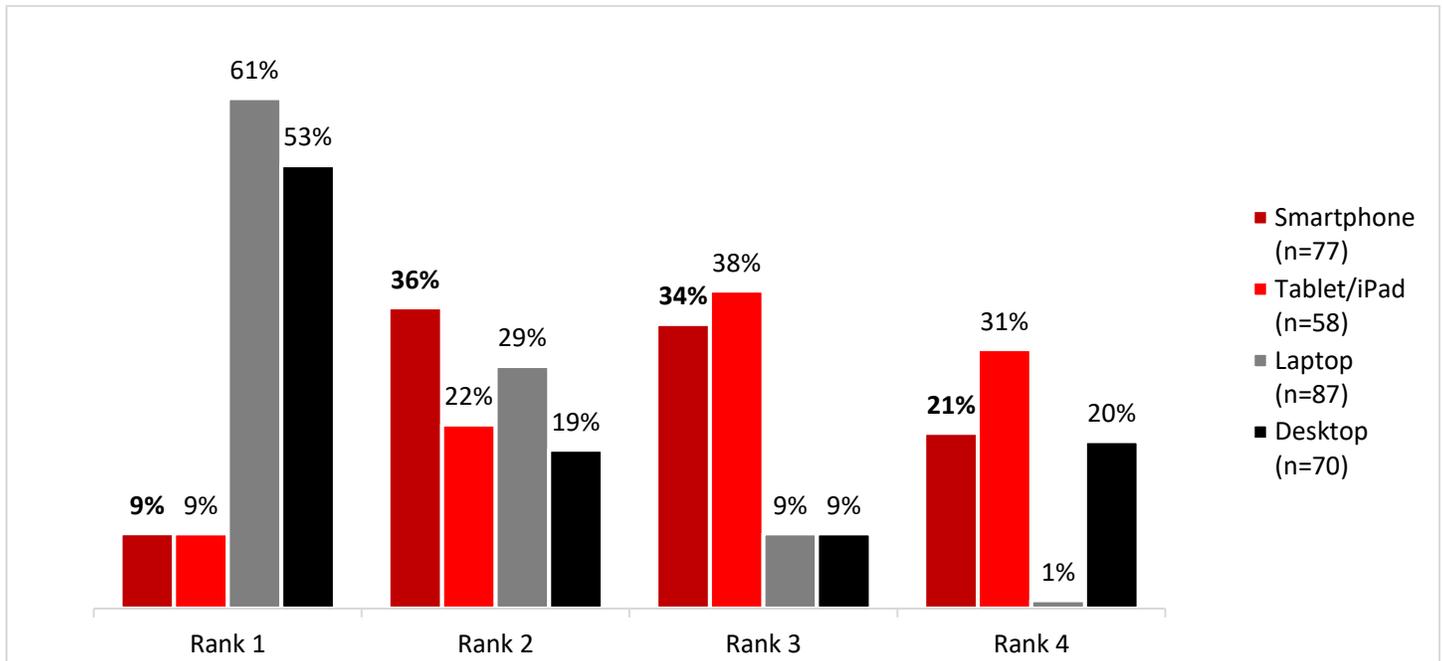
In addition to consulting the pages of investigation reports, whose consultation has remained stable over the past few years, the pages of recommendations, the Watchlist, and media products have all seen their frequentation increase over the past five years.

It is with a laptop that stakeholders mainly access the TSB website followed by the desktop computer (See Table 4). Smartphones are the third most popular device for respondents to access the website. Tablets come in last place among the devices that allow respondents to visit the TSB website.

Figure 27. Answers to Q26. What type of device do you use the most when accessing the TSB website? Modulate your answer using a scale of one (1) to four (4) where 1 means the most frequently used and 4 the least frequently used?

Sample frame: Respondents who have visited the website (n=105).

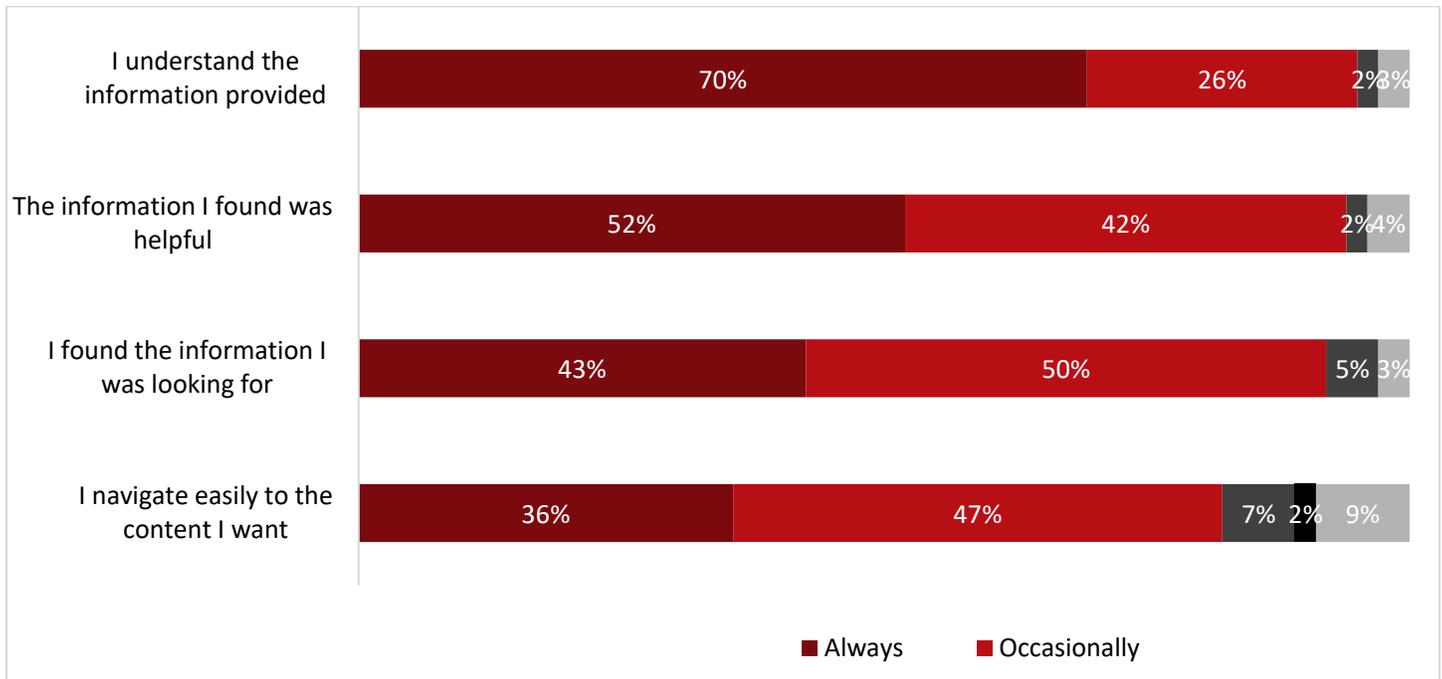
Device Used to Access the TSB Website



The information available on the website is judged understandable (See Figure 27). This is true for the majority of respondents (70%). Respondents consider that the information available on the website is always useful (52%); always findable (43%). Ease of navigating the site content is clearly the least rated element of the website (36%).

Figure 28: Answer to Q28. How often does each of the following statements apply to your experience on the TSB website?

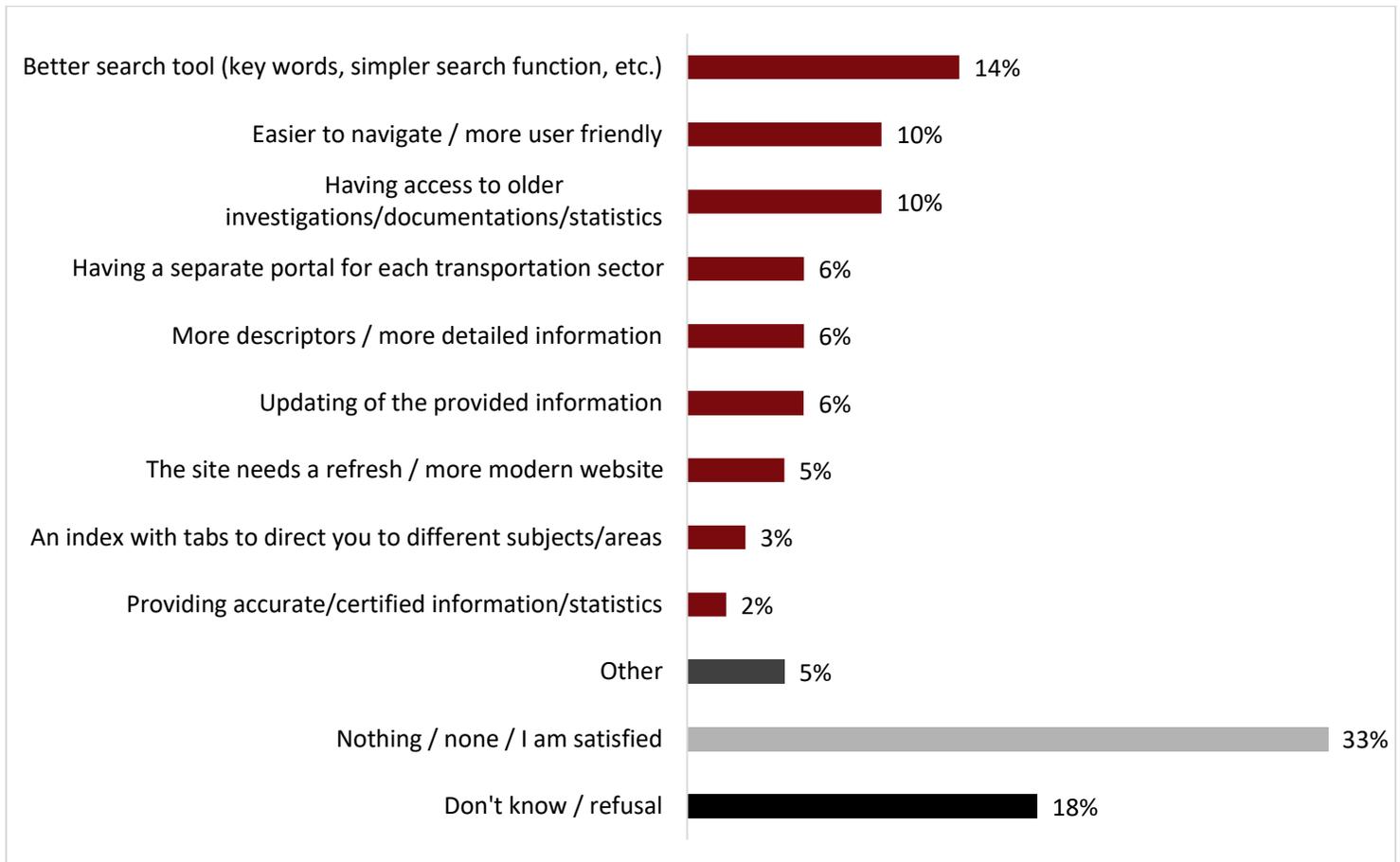
Sample frame: Respondents who have visited the website (n=105).



A better search tool, ease of navigation and having access to archives with older content are the most often mentioned changes that stakeholders would like to see on the TSB website (See Figure 28).

Figure 29: Answer to Q30. What would you change or add on the website to make it easier for you to use? — MULTIPLE MENTIONS ALLOWED*

Sample frame: Respondents who have visited the website (n=105).



Qualitative component

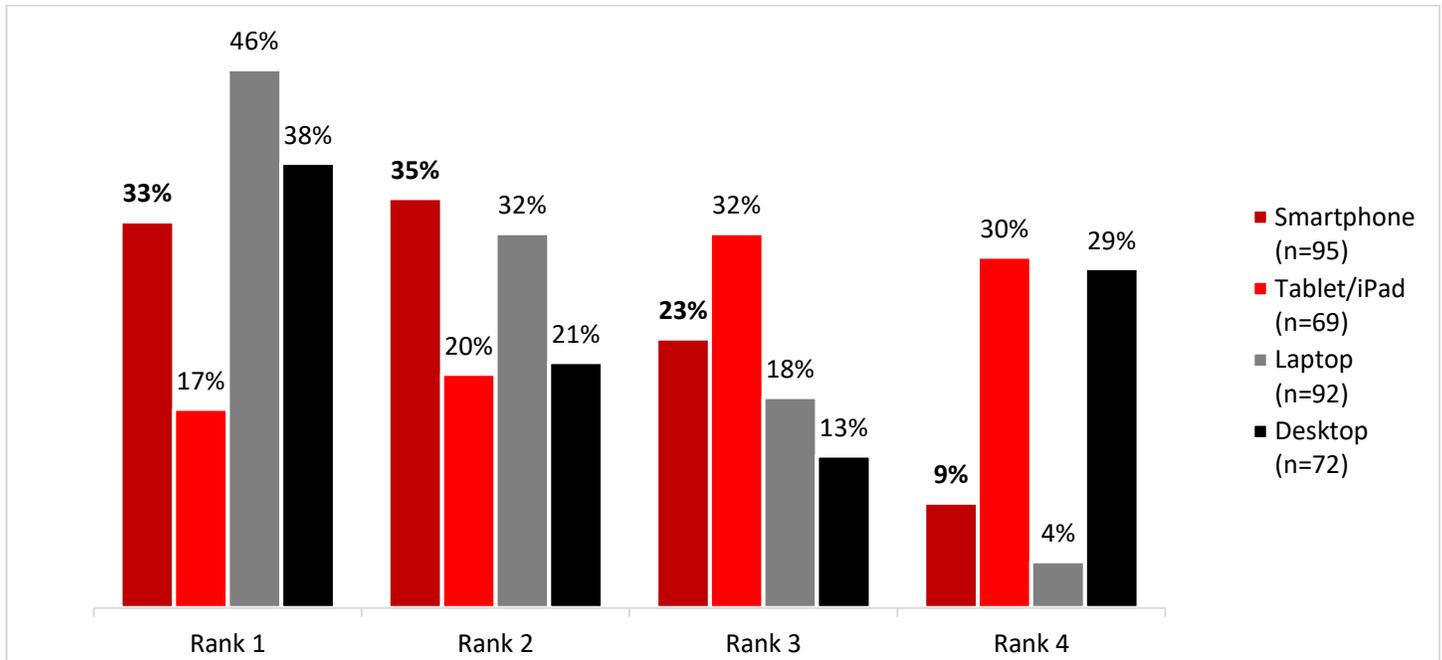
The website is mainly a gateway to investigation reports and updates. This is the main reason why interviewees will go to the website.

Most of them are quite satisfied with the website, the navigation and the ease of finding the information they are looking for. That said, it is on this last point that we received the most negative comments. Interviewees would like a better search engine, more filter options and a better classification according to activity sectors and transportation industry.

There are notable differences between the devices used to consult the TSB website and those used to consult information on the Internet in general (See Table 5). The laptop and the desktop are still the two most used devices but to a lesser extent than for consulting the TSB website. Smartphones are much more used in general to consult information on the Internet than to consult information on the TSB website. Tablets are the least frequently used for this purpose as well.

Figure 30-. Answers to Q27. And what type of device do you use the most when accessing everyday information on the Internet? Modulate your answer using a scale of one (1) to four (4) where 1 means the most frequently used and 4 the least frequently used.

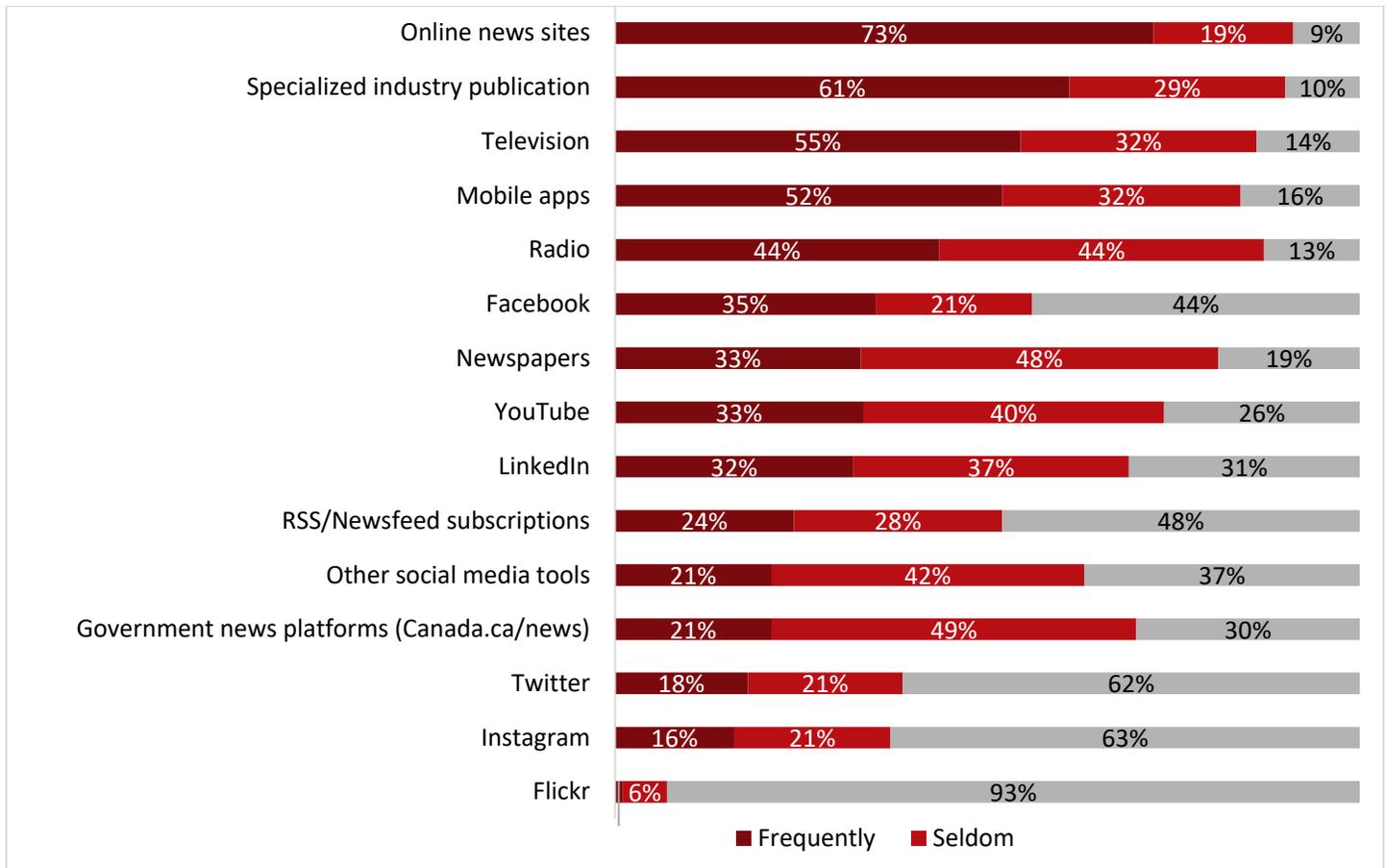
Sample frame: All respondents (n=117).



The type of media consulted by stakeholders has undergone a huge change in the last five years (See Figure 19). Traditional media such as television, radio and newspapers have been in sharp decline over the last five years. Conversely, mobile applications, Facebook and other social media have clearly progressed in recent years.

Figure 31: Answer to Q22. Please indicate how frequently you use the following types of media.

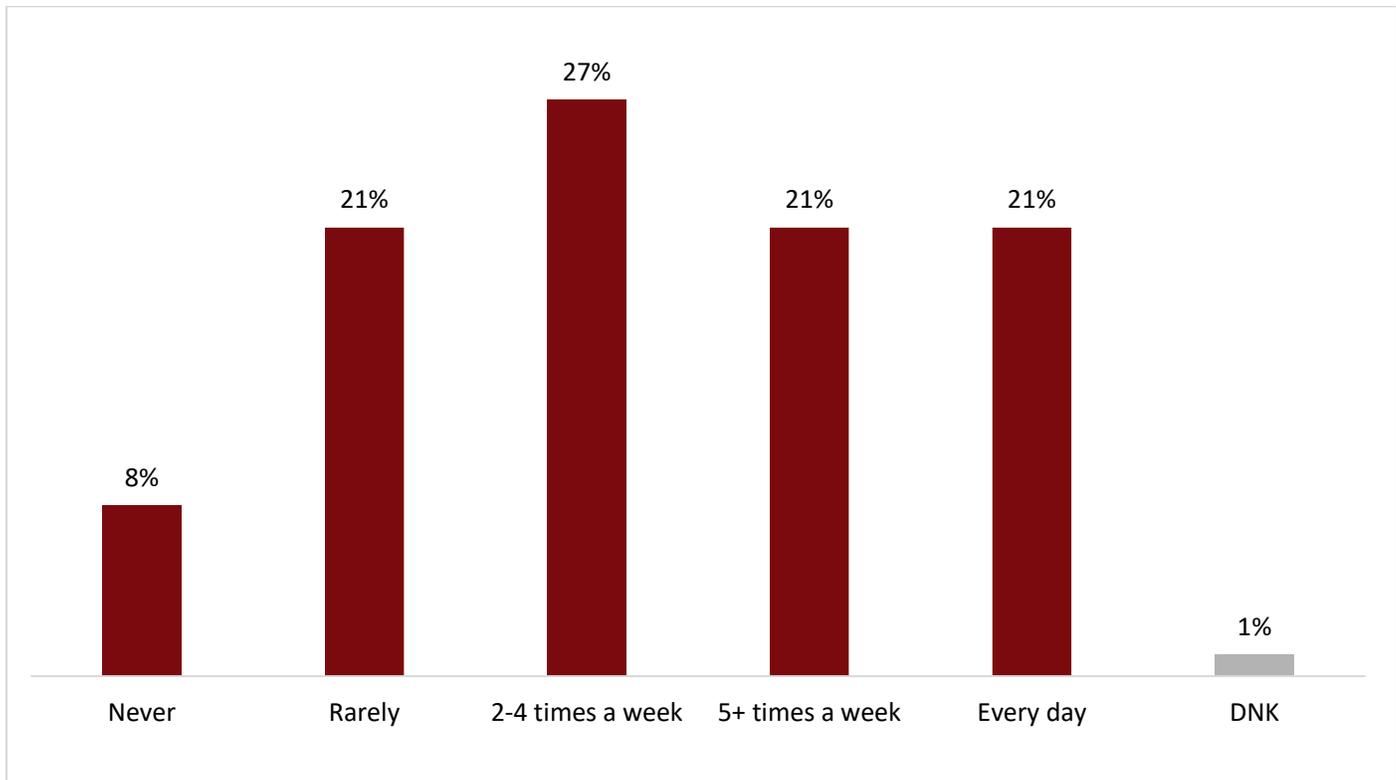
Sample frame: All respondents (n=117).



The vast majority of TSB’s stakeholders watch videos online. About three out of ten respondents never or rarely listen to online videos (See Figure 30). All others listen to online videos on a weekly basis. One in five respondents (21%) watch online videos on a daily basis.

Figure 32: Answer to Q40. In general, how often do you watch videos from social media channels such as YouTube, Facebook, Twitter and Instagram?

Sample frame: All respondents (n=117).



Qualitative Component

SOCIAL MEDIA

A majority of interviewees use social media such as Facebook, Twitter, LinkedIn, Instagram and YouTube. However, apart from LinkedIn, the use of social media is mainly personal and not professional. But few interviewees claimed to use social platforms professionally. But some of them use social media to get daily news.

Almost all interviewees occasionally listen to online videos via YouTube.

Only a few interviewees mentioned following the TSB Twitter account or having seen content shared by TSB. They are particularly satisfied with the information that is shared. This even serves as a reminder for ongoing investigations that are being reported on. However, respondents are concerned about sharing sensitive information while investigations are not completed and the possibility that TSB may fall into sensationalism. They expect TSB to stick to its role and mission. TSB is not a news media.

MOBILE APPLICATION

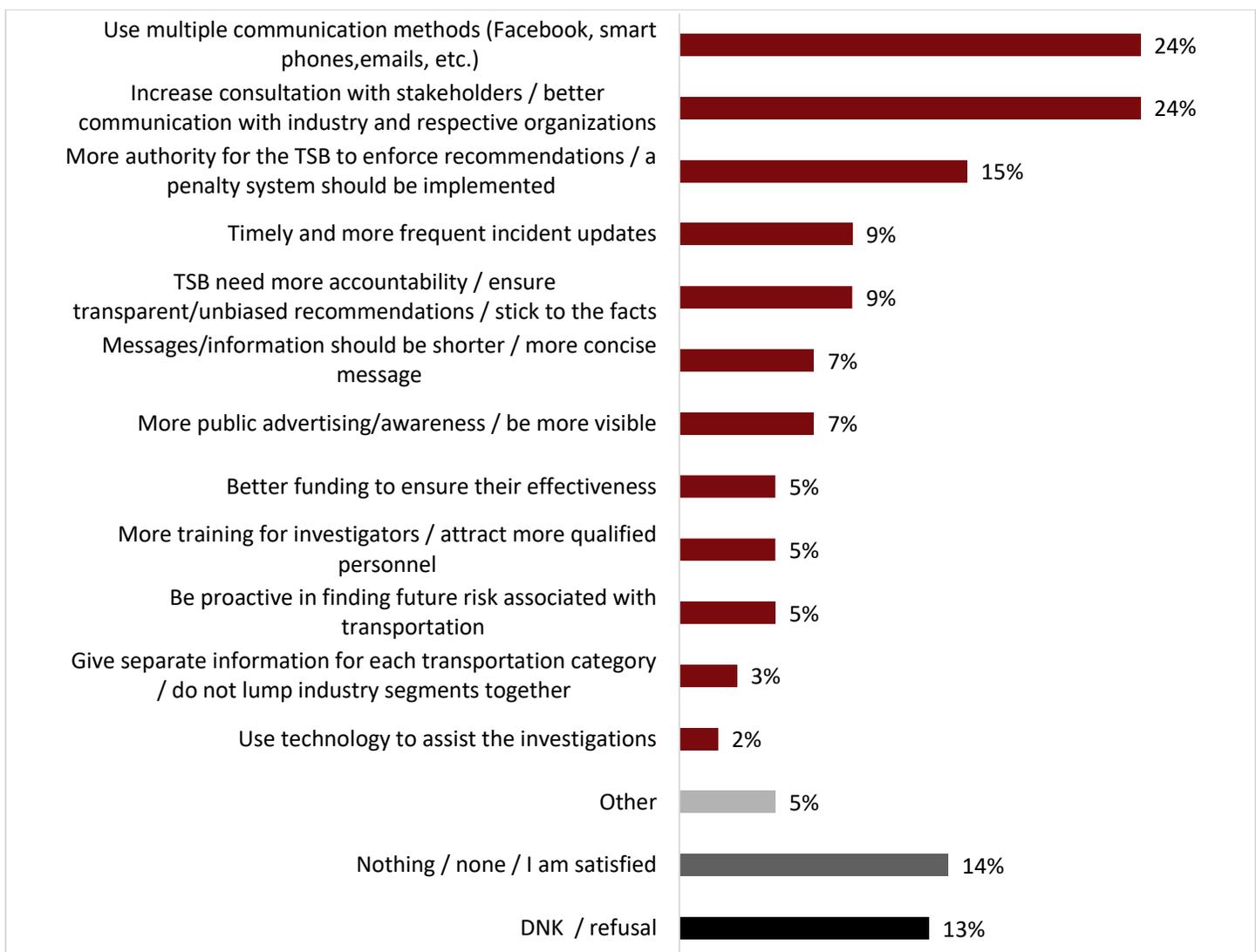
Very few interviewees would be interested in downloading a TSB mobile application. It would depend greatly on the type of information shared, on the ability to filter the desired information according to several criteria.

2.5 Advancing Transportation Safety

Many suggestions were made to improve the effectiveness of TSB. The following chart details the solutions or courses of action proposed by the survey respondents. Many solutions echo the content heard during the stakeholder interviews.

Figure 33: Answer to Q24. In your opinion, what more should the TSB do to be more effective at advancing transportation safety? Please provide concrete methods/examples?

Sample frame: All respondents (n=117).



Appendix A—Detailed Research Methodology

A.1 Quantitative Methodology

A.1.1 Methods

Quantitative research was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology.

As a CRIC Member, Leger adheres to the most stringent guidelines for quantitative research. The survey was conducted in accordance with Government of Canada requirements for quantitative research, including the Standards of the Conduct of Government of Canada Public Opinion Research—Series E—Qualitative and Quantitative Research.

Respondents were assured of the voluntary, confidential and anonymous nature of this research. As with all research conducted by Leger, all information that could allow for the identification of participants was removed from the data, in accordance with the *Privacy Act*.

The questionnaire is available in Appendix D.

A.1.2 Sampling Procedures

Computer Aided Web Interviewing (CAWI)

Leger conducted a web-based survey with TSB's stakeholders. A total of 117 respondents participated in the survey. The exact distribution is presented in the following section. TSB provided a list of 855 contacts with valid email addresses to Leger. We invited all contacts on this list to participate in this consultation. Three reminders were made to maximize the participation rate.

The target population for this whole research project is comprised of the TSB's key stakeholders:

- Government departments and agencies involved in transportation (i.e., regulators);
- All types of transportation operators;
- Manufacturers;
- Industry Associations;
- Employee Associations;
- Training Organizations;
- First Responders;
- Chief Medical Examiners;
- Canadian Federation of Municipalities;
- Law Associations;
- Individual who have interacted with the TSB.

The quantitative research component was conducted through online surveys, using Computer Aided Web Interviewing (CAWI) technology. The online survey was conducted from August 25 to September 29. The participation rate for the survey was 24%. Calculation of the Web survey's participation rate is presented below. A pre-test of the survey questions was carried out by conducting 20 interviews. All the contacts on the

list received a bilingual invitation to participate in the study. A reminder was sent weekly for those email addresses with a unique link that did not indicate that they had not completed the survey in full.

A total sample of 117 stakeholders were surveyed.

Having proceeded by logic of census for this project, the results can be considered valid and representative of TSB’s stakeholders. Where possible, the results of the 2020 edition of the study were compared to the 2015 results. The profiles of the 2020 and 2015 samples are quite similar and follow similar distributions in terms of industry sectors and regional distribution. We are confident in the comparability of the two samples. The detailed results chapter presents the profile of the sample for this study.

The margin of error of this survey is of +/- 8.4%, 19 times out of 20 (confidence interval of 95%).

Given the nature of the database and the information available for each contact, no weighting was done for this project.

Below is the calculation of the survey’s participation rate.

Table 4. Participation Rate

Total email addresses used	855
Invalid Cases	0
-invitations mistakenly sent to people who did not qualify for the study	0
-incomplete or missing email addresses	0
Unresolved (U)	324
-email invitations bounce back	
-email invitations unanswered	324
In-scope non-responding units (IS)	50
-respondent refusals	7
-language problem	
-early break-offs	43
Responding units (R)	117
-completed surveys disqualified—quota filled	0
-completed surveys disqualified for other reasons	0
-completed surveys	117
Participation rate/response rate = $R \div (U + IS + R)$	24%

The following tables show the sample distribution by industry sector, by language and by location.

Table 1. Respondents Profile by Sector*

PRIMARY SECTOR	n=117
Commercial air operators (Max Take-off Weight less than 8618 kg)	7%
Commercial air operators (Max Take-off Weight more than 8618 kg)	12%
Aerial work operators	2%

Private air operators (recreational pilots, not for hire)	3%
Business aviation	1%
Flight training operators	2%
Commercial marine operators (cargo vessels, ferries, tankers, passenger vessels, tugs and barges)	22%
Commercial fishing vessel operators	8%
Canadian federally regulated freight train operators	3%
Provincial freight train operators	0%
Canadian federally regulated passenger train operators	2%
Canadian federally regulated pipeline operators	1%
Manufacturer—transportation industry	6%
Transportation industry association or union	13%
First responders (police, fire, and emergency services)	0%
Medical examiners	0%
Federal government	6%
Provincial government	6%
Other	5%
Other education and training	3%

** Respondents were given the option of listing more than one location, so the total may differ from 100%.

As Table 2 indicates, about eight out of ten respondents were English-speaking while nearly two out of ten were French-speaking.

Table 2. Respondents Profile by Language

n=117	
LANGUAGE	
English	81%
French	19%

Table 3 details the regional distribution of the sample. The majority of the sample comes from four regions/provinces: Atlantic Canada, Quebec, Ontario, and British Columbia. Just under one in ten respondents say that the head office of their organization is outside of Canada.

Table 3. Respondents Profile by Location*

n=117	
HEAD OFFICE	
British Columbia	30%
Alberta	15%
Saskatchewan	5%
Manitoba	7%
Ontario	29%
Quebec	39%
New Brunswick	7%
Prince Edward Island	3%

Nova Scotia	15%
Newfoundland and Labrador	11%
Yukon	2%
Northwest Territories	4%
Nunavut	9%
France	2%
United States	3%
National/all over Canada	3%
Other	2%

* Respondents were given the option of listing more than one location, so the total may differ from 100%.

A.2 Qualitative Methodology

Leger conducted a series of interviews with TSB stakeholders. Leger recruited stakeholder participants through a hybrid methodology. Some stakeholders have been contacted by phone and some others have been contacted by email for recruitment procedure. The one on one person interviews were held over the phone or over the MS Teams platform. Each interview lasted about 30 minutes and covered almost the same list of themes that in the web survey. Interviews were held in English or French, as per the participants' preference. A total of 22 recruits participated in the interviews. Interviews were conducted between September 15, 2020, and October 23, 2020. No financial incentives were offered for participation.

The following tables detail the profile of participants in the interviews by sector and geographic distribution.

Table 4. Participants Profile by Sector

	n=22
Air	11
Rail	3
Marine	3
Education and training	2
Other transportation industry	3

Table 5. Participants Profile by Location*

	n=22
British Columbia	5
Alberta	2
Ontario	2
Quebec	4
New Brunswick	4
Nova Scotia	1
Newfoundland and Labrador	3
Northwest Territories	1

Moderation

All focus the interview sessions were moderated and supervised by a senior Leger researcher. The invitation guide is available in Appendix B and the interview guide is available in Appendix C. The interview guide consisted of a semi-structured guide. It allowed the moderator to follow the thread of the discussion and ensured that an array of themes were covered while leaving sufficient room for the participants to express themselves and develop in detail their experiences, ideas, opinions and perceptions.

The qualitative portion of the research provides insight into the opinions of people, rather than providing a measure in percent of the opinions held, as would be measured in a quantitative study. The results of this type of research should be viewed as directional only. No inference to the general population can be done with the results of this research.

Appendix B—Screening Guide

Good morning/afternoon, my name is _____ of Léger, a national research firm, and we have been mandated by the Transportation Safety Board of Canada (TSB) to conduct a targeted stakeholder consultation over the next few weeks.

- **If the specific name has been provided:** ask to speak with that person.
- **If no specific name was provided (or if that person is not available):** ask to speak with a senior member of the organization who is involved in making decisions with regards to transportation safety and is aware of the Transportation Safety Board and its services.

If no one is available or willing to take part, thank and terminate phone call.

Once the appropriate person is on the line, continue:

As you may know, the TSB is an independent government agency charged with advancing safety by investigating selected occurrences in the four federally regulated transportation modes: marine, pipeline, rail, and air. As part of its ongoing improvement efforts, the TSB is conducting a targeted stakeholder consultation. The purpose of this consultation is to collect feedback about various products and activities offered by the TSB to ensure that it is moving in the right direction.

As part of this stakeholder consultation process, we are conducting a series of telephone interviews with key stakeholders. Interviews last 30 minutes and will be conducted by one of Léger’s senior researchers. Your feedback is essential for the success of the TSB’s efforts to advance transportation safety in Canada.

Please note that all information obtained will be entirely confidential. Léger will collect all responses, aggregate them, and provide the TSB only with a general report on results. Thus, the TSB will not be privy to any individual responses.

If needed, provide contact information to verify integrity of the research:

Sébastien Poitras, Associate Vice President, Léger, via email at spoitras@leger360.com, or by phone at 514-982-2464, x3112; or 514-244-5351

Geneviève Corbin, Manager, Strategic Comms & Media Relations/Communications at Transportation Safety Board of Canada, via email at Genevieve.Corbin@bst-tsb.gc.ca or by phone: 613-867-3271

Would you be interested in taking part in an interview?

Yes: take contact information and fix appointment.

No: ask if another senior member of the organization who is involved in making decisions with regards to transportation safety and is aware of the Transportation Safety Board may be interested.

THANK YOU VERY MUCH FOR YOUR PRECIOUS COLLABORATION!

Appendix C—Interview Guide

BLOC 1	Introduction and explanation
---------------	-------------------------------------

Length	2 MINUTES
---------------	------------------

WELCOME AND PRESENTATION

- Introduction of the interviewer
- Presentation of Leger

PRIMARY AIM

—The objective of the meeting is to gain a better understanding of your attitudes, opinions and perceptions of TSB. The interview will also focus on your perceptions/feedback regarding awareness/opinion of TSB products and services and suggestions for improving TSB products and services.

RULES OF DISCUSSION

- Dynamics of the discussion (duration, discussion)
- No wrong answers
- Importance of giving personal and honest opinions

PRESENTATION OF THE PHONE INTERVIEWS

- Audio recording for subsequent analysis
- Information collected for study purposes only

RESULTS CONFIDENTIALITY

- The discussion we will have will always remain confidential...
- Your name will never be mentioned in the report

Do you have any questions before we get started?

INTRODUCTION OF PARTICIPANTS

Could you tell me a little bit about your work?
What is your role?
What do you do?

BLOC 2**Starter—General awareness and opinion****LENGTH****5 MINUTES**

Would you say that you are familiar with the TSB (its role, mission, products and tools)?

Overall, in your own words how would you explain the role of the TSB, specifically as it relates to your mandate?

What kind of interaction do you have with the TSB?

What are some of the attributes and characteristics that come to mind when thinking about the TSB?

BLOC 3**OPINION—SATISFACTION—PERCEPTIONS—ATTITUDES****LENGTH****5 MINUTES**

On a scale from 1 to 10, how would you rate your level of satisfaction with the work of the TSB, where 10 means that you are very satisfied and 1 that you are very unsatisfied?

Why?

On a scale from 1 to 10, how would you rate your level of satisfaction with the information that the TSB shares with its different stakeholders, where 10 means that you are very satisfied and 1 that you are very unsatisfied?

Why?

On a scale from 1 to 10 how would you rate the accuracy and reliability of the information shared by the TSB, where 10 means the information is accurate and reliable and 1 means that the information is inaccurate and unreliable?

How do you usually receive the information shared by the TSB?

How would you prefer to receive information from the TSB?

What do you think of TSB's responsiveness to transportation occurrences?

Are you satisfied with TSB's timeliness in completing its investigations?

PROBE: Why?

Would you say that TSB's recommendations and reports are useful? Why do you say that?

Is there something that the TSB should do to improve its reports and recommendations?

Do you think the TSB is effective in influencing changes to improve transportation safety in Canada?

Why?

Do you have any recommendations to improve the TSB's effectiveness in influencing change?

BLOC 4

TSB TOOLS

LENGTH

10 MINUTES

For the next section of the interview, I would like to know what tools, products or services offered by the TSB do you use or consult.

Are there any others?

If nothing comes out spontaneously, PROBE for the following:

What about the...

- TSB Watchlist
- Monthly/annual statistics and modal datasets on the website
- Investigation reports and investigation updates
- Safety advisories or safety information letters
- Daily notifications
- Corporate publications (Strategic Plan, Annual Report, etc.)
- TSB presentations to industry
- SECURITAS
- TSB Quarterly Review
- Policy on Occurrence Classification
- Safety Issue Investigation on air-taxi operations in Canada (**FOR AIR ONLY**)

For each of the tools, products or services that have been used, ask:

And, Are you satisfied with (INSERT TOOL/SERVICE NAME HERE)? Why?

Does it help do you work more efficiently or effectively? Why would you say that?

BLOC 5

SOCIAL MEDIA—MESSAGING—APPLICATIONS—WEBSITE

LENGTH

10 MINUTES

Do you use social media?

Which platforms do you use?

PROBE FOR: Facebook, Twitter, Instagram, LinkedIn, YouTube

PROBE for other social media.

How often do you use these?

How do you use these?

PROBE: Do you watch videos online? Do you use them to get your news? To chat with friends. To follow organizational accounts. For work?

TSB Social media (Twitter, Flickr, YouTube)

Do you follow the TSB on social media? If yes, which accounts do you follow?

Do you ever engage with the content—ex: Like/share/comment/retweet

Do you find the content useful/informative/interesting? Why?

IF NO, PROBE: What type of information would you like to see?

TSB website

Do you ever visit the TSB website?

If YES: How often do you visit it?

What is the main reason for visiting the website? What kind of information are you looking for?

Is the website easy to navigate? IF NO: What kind of problem have you experienced?

Were you easily able to find the information you were looking for? IF NO: Please give some example.

Do you have any suggestions to improve the usability of the website? OR What would make your user experience better?

TSB App

Do you have a smartphone?

How often do you use mobile apps?

How likely would you be to use a mobile application to receive information from the TSB?

BLOC 9

CONCLUSION

DURÉE

3 MINUTES

We have covered all the topics we needed at this time, but before we end our conversation, do you have any other comments that will be helpful for the TSB moving forward?

CONCLUDE AND END THE MEETING.

THANK YOU VERY MUCH FOR YOUR PRECIOUS COLLABORATION!

Appendix D—Survey Questionnaire

Project Info

[TYPE OF PROJECT: Web]

[LANGUAGES: FR/EN]

[TRACKING: Yes]

[PROGRAMMER NOTES: List of TSB stakeholders]

Info page template

[Show ALL]

QINF1

INSERT LOGO

Dear Stakeholder,

As you may know, the Transportation Safety Board of Canada (TSB) is an independent government agency charged with advancing safety by investigating selected occurrences in the four federally regulated transportation modes: air, marine, pipeline and rail. As part of ongoing improvement efforts, the TSB is conducting a targeted stakeholder consultation, as a follow-up to our 2011 and 2015 surveys. The feedback we collect will help guide and improve our various products and activities.

As part of this stakeholder consultation process, you have been selected to participate in the online survey. We would appreciate it very much if you would complete the following questionnaire which should take you about 15 minutes.

Please note that information obtained is confidential. The survey is being conducted by Leger Marketing, which will collect all responses, aggregate them, and provide them to the TSB only in an aggregated form. Thus, the TSB will not be privy to any individual responses.

Remember, your feedback is very important to the TSB.

Single Mention Question

[ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q1

What is the primary sector in which you operate?

Label	Value	Attribute	Termination
-------	-------	-----------	-------------

Commercial air operators (Max Take-off Weight less than 8618 kg) (703,704)	1		
Commercial air operators (Max Take-off Weight more than 8618 kg) (705)	2		
Aerial work operators (702)	3		
Private air operators (recreational pilots, not for hire)	4		
Business aviation (604)	5		
Flight training operators (406)	6		
Commercial marine operators (cargo vessels, ferries, tankers, passenger vessels, tugs and barges)	7		
Commercial fishing vessel operators	8		
Canadian federally regulated freight train operators	9		
Provincial freight train operators	10		
Canadian federally regulated passenger train operators	11		
Canadian federally regulated pipeline operators	12		
Manufacturer—transportation industry	13		
Transportation industry association or union	14		
First responders (police, fire, and emergency services)	15		
Medical examiners	16		
Federal government	17		
Provincial government	18		
Other (Please specify)	96	O/F	

Single Mention Question

[ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q2A

In what official language do you prefer to communicate with the TSB?

Label	Value	Attribute	Termination
English	1		
French	2		

Single Mention Question

[ASK ALL]

[MULTIPLE MENTIONS—MAX:14]

[LIST ORDER: In order]

Q2B

Please indicate in which of the following region(s) you are based.

Label	Value	Attribute	Termination
British Columbia	1		
Alberta	2		
Saskatchewan	3		
Manitoba	4		
Ontario	5		
Quebec	6		
New Brunswick	7		
Prince Edward Island	8		
Nova Scotia	9		
Newfoundland and Labrador	10		
Yukon	11		
Northwest Territories	12		
Nunavut	13		
Other (Please specify)	96	O/F	

Single Mention Question

[Ask ALL]
 [SINGLE MENTION]
 [LIST ORDER: In order]
 Q3A

Using a scale of 1–10 (1 = not at all familiar, and 10 = very familiar), please rate your level of familiarity with the mandate of the TSB.

Label	Value	Attribute	Termination
1 - Not at all familiar	1		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Very familiar	10		

Single Mention Question

[Ask only if Q3A is 7, 8, 9 or 10]
 [SINGLE MENTION]
 [LIST ORDER: Randomized]
 Q3B

How did you become aware of the TSB?

Label	Value	Attribute	Termination
Through news sources	1		
Through an outreach presentation	2		
Through social media	3		
Through work-related activities	4		
Was a witness	5		
Was a designated reviewer	6		
Was a Minister’s observer	7		
Was a technical expert	8		
Other (Please specify)	96		

Single Mention Question

[Ask ALL]

[SINGLE MENTION]
 [LIST ORDER: Randomized]
 Q20

Please indicate the *main method* by which you obtain information about the TSB and its work:

Label	Value	Attribute	Termination
Traditional media (television, radio, newspaper)	1		
Online news sites	2		
TSB website	3		
Social media (Twitter, Flickr, YouTube, Facebook, LinkedIn)	4		
Emails directly from the TSB (TSB Quarterly Review)	5		
TSB presentations to industry	6		
Daily notifications	7		
RSS feeds	8		
Meetings/direct interaction with TSB employees	9		
Industry publications	10		
Other (please specify)	96	OF	

Numeric Question

[Ask ALL]
 [NUMERIC: RANGE= MIN 1, MAX 500]
 [DECIMALS: 0]
 [SYMBOL TYPE: None]
 [SYMBOL LOCATION: None]
 Q4

During the past five years, how many occurrences have you been involved in that required working with the TSB?

INSTRUCTION:	<i>WRITE IN NUMBER</i>
--------------	------------------------

None	000
------	-----

Pure Open-End Question

[Ask all]
 [OPEN END]
 Q5

What is your perception of the TSB; how would you describe it?

Label	Value	Attribute	Termination
Please specify	96	O	
Please specify	96	O	
Please specify	96	O	
I prefer not to answer	99	X	

Single Mention Question

[Ask ALL]

[SINGLE MENTION]

[LIST ORDER: Choose an item.]

Q6

Based on your current knowledge of the TSB, how would you rate its overall effectiveness in influencing changes that advance transportation safety? Use a scale of 1–10 (1 = not at all effective, and 10 = very effective).

Label	Value	Attribute	Termination
1 - Not at all effective	1		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Very effective	10		
I don't know	98		

Pure Open-End Question

[Ask ALL]

[OPEN END]

Q7

Please briefly explain your answer to the previous question: [Q6/10].

Label	Value	Attribute	Termination
Please specify	96	0	

Single Mention Question

[ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q8

Which of the following statements best matches your opinion regarding the level of recognition that the TSB receives for its role in advancing transportation safety?

Label	Value	Attribute	Termination
In my sector, the TSB receives no recognition for advancing transportation safety.	2		
In my sector, the TSB receives little recognition for advancing transportation safety.	3		
In my sector, the TSB receives moderate recognition for advancing transportation safety.	4		
In my sector, the TSB receives wide recognition for advancing transportation safety.	5		
I don't know	98	F	

Pure Open-End Question

[Ask ALL]

[OPEN END]

Q23

The TSB would like to increase stakeholders' awareness of our role, responsibilities, and key safety messages. In your opinion, what is the best method to do this?

Label	Value	Attribute	Termination
Please specify	96	0	

Single Mention Grid Question

[ASK ALL]

[SINGLE MENTION GRID]

[LIST ORDER: In order]

[STATEMENT LIST ORDER: Randomized]

Q16

Please rate your level of agreement with the following statements.

Please use a scale of 1 to 10 where 1 means completely disagree, and 10 means completely agree.

[RESPONSE LIST:]

Label	Value	Attribute	Termination
1 – Completely disagree	1		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Completely agree	10		
I don't know	98		

[STATEMENT LIST]

Label	Value	Attribute	Termination
Information from the TSB is easy to find.	1		
The TSB is an independent entity separate from other government departments.	2		
Privacy and confidentiality are taken seriously by the TSB.	3		
It is important for the TSB to operate independently from regulators.	4		
The TSB influences the advancement of transportation safety in Canada.	5		
The TSB is a credible and reliable source of information about transportation safety	6		

Single Mention Question

[Ask ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q12

How would you rate the information that the TSB provides? Use a scale of 1 to 10, where 1 means not clear at all, and 10 means very clear.

Label	Value	Attribute	Termination
1 - Not clear at all	1		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Very clear	10		
I don't know	98		

Single Mention Question

[Ask ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q14

How would you rate the *timeliness* of the information that the TSB provides (excluding investigation reports)? Please use a scale of 1 to 10 where 1 means not at all timely, and 10 means very timely.

Label	Value	Attribute	Termination
1 - Not at all timely	1		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		

9	9		
10 – Very timely	10		
I don't know	98		

Single Mention Question

[Ask ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q17A

Do you feel that TSB recommendations are *effective*? Please use a scale of 1 to 10 where 1 means not at all effective, and 10 means very effective.

Label	Value	Attribute	Termination
1 - Not at all effective	1		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Very effective	10		
I don't know	98		

Single Mention Grid Question

[ASK ALL]

[SINGLE MENTION GRID]

[LIST ORDER: In order]

[STATEMENT LIST ORDER: Randomized]

Q9

Please rate your level of familiarity with each of the following. Use a scale of 1–10 (1 = not at all familiar, and 10 = very familiar).

[RESPONSE LIST:]

Label	Value	Attribute	Termination
1 - Not at all familiar	1		
2	2		
3	3		

4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Very familiar	10		

[STATEMENT LIST]

Label	Value	Attribute	Termination
TSB Watchlist	1		
Monthly/annual statistics and modal datasets on the website	2		
Investigation reports and investigation updates	3		
TSB recommendations	4		
Other safety communications (e.g., safety advisories and safety information letters)	5		
Media products (news releases, advisories, deployment notices, speeches, etc.)	6		
TSB website	7		
Daily notifications	8		
TSB Social media (Twitter, Flickr, YouTube)	9		
Corporate publications (Strategic Plan, Annual Report, etc.)	10		
TSB presentations to industry	11		
SECURITAS	12		
TSB Quarterly Review	13		
Policy on Occurrence Classification	14		

Safety Issue Investigation on air-taxi operations in Canada	15		
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Multiple Mention

[ASK ALL]

[MULTIPLE MENTIONS: Min 1, Max 16]

[LIST ORDER: Randomized]

[PROGRAMMER NOTES: The same order of presentation as in Q9]

Q10

Which of the TSB products and services below are relevant to you?

INSTRUCTION:	<i>Please select all that apply.</i>
--------------	--------------------------------------

Label	Value	Attribute	Termination
TSB Watchlist	1		
Monthly/annual statistics and modal datasets on the website	2		
Investigation reports and investigation updates	3		
TSB recommendations	4		
Other safety communications (e.g., safety advisories and safety information letters)	5		
Media products (news releases, advisories, deployment notices, speeches, etc.)	6		
TSB website	7		
Daily notifications	8		
TSB Social media (Twitter, Flickr, YouTube)	9		
Corporate publications (Strategic Plan, Annual Report, etc.)	10		
TSB presentations to industry	11		

SECURITAS	12		
TSB Quarterly Review	13		
Policy on Occurrence Classification	14		
Safety Issue Investigation on air-taxi operations in Canada	15		
	16		

Single Mention Question

[ASK ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q11A

When did you last visit the TSB website?

Label	Value	Attribute	Termination
Within the previous week	1		
Within the previous month	2		
Within the previous six months	3		
Within the previous year	4		
More than one year ago	5		
I've never visited the website	6		

Multiple Mention

[ASK only if Q11A=1-5]

[MULTIPLE MENTIONS: Min 1, Max 16]

[LIST ORDER: Randomized]

Q11B

Which of the following pages/products do you view/consult on the TSB website?

INSTRUCTION:	<i>Please select all that apply.</i>		
Label	Value	Attribute	Termination

TSB Watchlist	1		
Monthly/annual statistics and modal datasets on the website	2		
Investigation reports and investigation updates	3		
TSB recommendations	4		
Other safety communications (e.g., safety advisories and safety information letters)	5		
Media products (news releases, advisories, deployment notices, speeches, etc.)	6		
Corporate publications (Strategic Plan, Annual Report, etc.)	10		
SECURITAS	12		
TSB Quarterly Review	13		
Policy on Occurrence Classification	14		
Safety Issue Investigation on air-taxi operations in Canada	15		

Ranking Question

[ASK only if Q11A=1-5]

[Scale of 1 to 4]

[LIST ORDER: Randomized]

Q26.

What type of device do you use the most when accessing **the TSB website**? Modulate your answer using a scale of one (1) to four (4) where 1 means the most frequently used and 4 the least frequently used.

You may not be using all types of tools. In this case, do not rank them.

Label	Value	Attribute	Termination
Smartphone	1		
Tablet / iPad	2		

Laptop computer	3		
Desktop computer	4		
I don't know	98		

Grid Question

[ASK only if Q11A=1-5]
 [Answer Choice in order]
 [LIST ORDER: Randomized]
 Q28.

How often does each of the following statements apply to your experience on the TSB website?

Label	Value	Attribute	Termination
Always	1		
Occasionally	2		
Rarely	3		
Never	4		
I don't know	98		

STATEMENT LIST

Label	Value	Attribute	Termination
I navigate easily to the content I want	1		
I understand the information provided	2		
I found the information I was looking for	3		
The information I found was helpful	4		

Pure Open-End Question

[ASK only if Q11A=1-5]
 [OPEN END]
 Q30.

What would you change or add on the website to make it easier for you to use?

Label	Value	Attribute	Termination
Please specify	96	0	

Multiple Mention

[ASK ALL]

[MULTIPLE MENTIONS: Min 1, Max 5]

[LIST ORDER: Randomized]

Q11D

Turning to our investigation reports, which sections of the reports do you read?

INSTRUCTION:	<i>Please select all that apply.</i>
--------------	--------------------------------------

Label	Value	Attribute	Termination
Summary	1		
Factual information	2		
Analysis	3		
Findings	4		
Safety Action(s)	5		
I read it all	6	FX	
None/I don't read the report	7	FX	

Multiple Mention

[ASK only if Q11D=7]

[MULTIPLE MENTIONS: Min 1, Max 6]

[LIST ORDER: Randomized]

Q32.

Why don't you read the investigation reports?

Label	Value	Attribute	Termination
-------	-------	-----------	-------------

Too long	1		
Language too technical	2		
Don't have enough time	3		
Too hard to read on my mobile device	4		
Limited or no access to Internet	5		
Timeliness of the report/Report came out too long after the occurrence to be useful to me.	6		
Other (Please specify)	96	FO	

Multiple Mention

[ASK only if Q11D=1-6]

[MULTIPLE MENTIONS: Min 1, Max 5]

[LIST ORDER: Randomized]

Q33.

Why do you read TSB investigation reports?

Select all that apply.

Label	Value	Attribute	Termination
Want to know what happened	1		
Want to know if there are any safety recommendations that affect my industry.	2		
Looking for ways to proactively improve safety in my industry	3		
It is part of my job/training to read it.	4		
Other (Please specify)	96	FO	

Simple Mention

[ASK only if Q11D=1-6]

[LIST ORDER: In order]

Q34.

How would you rate the *timeliness* of our investigation reports? Please use a scale of 1 to 10, where 1 means not at all timely, and 10 means very timely.

Label	Value	Attribute	Termination
1 - Not at all timely	1		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Very timely	10		

Simple Mention

[ASK ALL]

[LIST ORDER: Randomized]

Q35.

Which of the following investigation report summaries would be most useful to you?

Label	Value	Attribute	Termination
News release	1		
Executive summary	2		
Video summary	3		
Infographic	4		
All of the above	5		
None of the above	6		
Other (please specify)	98		

Simple Mention

[ASK ALL]

[LIST ORDER: Randomized]

Q36.

How do you usually find out when an investigation report is released?

Label	Value	Attribute	Termination
-------	-------	-----------	-------------

RSS	1		
TSB Twitter	2		
TSB Website	3		
Other social media accounts	4		
Traditional media	5		
TSB Quarterly Review	6		
Referral from industry colleague	7		
Industry/Association communications	8		
Your organization's media monitoring service	9		
Directly from TSB	10		
Other (please specify)	96	0	
None of the above	97		

Pure Open-End Question

[ASK only if Q11D=1-6]

[OPEN END]

Q11E

We're interested to hear your comments about our investigation reports. Please enter your comments in the following box.

Label	Value	Attribute	Termination
Please specify	96	0	

Questions on Securitas

Single Mention Grid Question

[ASK ALL]

[SINGLE MENTION GRID]

[LIST ORDER: In order]

[STATEMENT LIST ORDER: Randomized]

Q18A

Using a scale of 1 to 10 where 1 means not at all aware, and 10 means very aware; please rate your *awareness* level of...

[RESPONSE LIST:]

Label	Value	Attribute	Termination
1 - Not at all aware	1		
2	2		
3	3		

4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Very aware	10		

[STATEMENT LIST]

Label	Value	Attribute	Termination
... the SECURITAS program	1		
... what the purpose of SECURITAS is	2		
... how to make a confidential report	3		

Single Mention Question

[Ask ALL]

[SINGLE MENTION]

[LIST ORDER: In order]

Q37.

Have you ever submitted a SECURITAS report?

NOTE: We remind you that this survey is confidential and anonymous. No personal information that could be used to identify someone is shared with TSB.

Label	Value	Attribute	Termination
Yes	1		
No.	2		

Single Mention Question

[Ask IF Q37= 1]

[SINGLE MENTION]

[LIST ORDER: In order]

Q38.

Was the process clear and easy to follow?

NOTE: We remind you that this survey is confidential and anonymous. No personal information that could be used to identify someone is shared with TSB.

Label	Value	Attribute	Termination
Yes	1		
No.	2		

Question on Watchlist

Single Mention Question

[Ask if Q9_1 = 7-8-9-10]

[SINGLE MENTION]

[LIST ORDER: In order]

Q19A

How would you rate the *effectiveness* of the TSB’s Watchlist? Please use a scale of 1 to 10 where 1 means not at all effective, and 10 means very effective.

Label	Value	Attribute	Termination
1 - Not at all effective	1		
2	2		
3	3		
4	4		
5	5		
6	6		
7	7		
8	8		
9	9		
10 – Very effective	10		

Ranking Question

[ASK to ALL]

[Scale of 1 to 4]

[LIST ORDER: Randomized]

Q27.

And what type of device do you use the most when accessing **everyday information on the Internet**? Modulate your answer using a scale of one (1) to four (4) where 1 means the most frequently used and 4 the least frequently used.

You may not be using all types of tools. In this case, do not rank them.

Label	Value	Attribute	Termination
Smartphone	1		
Tablet / iPad	2		
Laptop computer	3		
Desktop computer	4		
I don't know	98		

Single Mention Grid Question

[ASK ALL]

[SINGLE MENTION GRID]

[LIST ORDER: In order]

[STATEMENT LIST ORDER: Randomized]

Q22

Please indicate how frequently you use the following types of media:

[RESPONSE LIST:]

Label	Value	Attribute	Termination
Frequently	1		
Seldom	2		
Never	3		

[STATEMENT LIST]

Label	Value	Attribute	Termination
Television	1		
Radio	2		
Newspapers	3		
Online news sites	4		
Twitter	5		
YouTube	6		
Flickr	7		
Facebook	8		

LinkedIn	9		
Instagram			
Other social media tools	10		
Mobile app			
Specialized industry publication	11		
RSS/Newsfeed subscriptions	12		
Government news platforms (Canada.ca/news)			

Single Mention

[ASK ALL]

[LIST ORDER: In order]

Q40.

In general, how often to you watch videos from social media channels such as YouTube, Facebook, Twitter and Instagram?

Label	Value	Attribute	Termination
Never	1		
Rarely	2		
2–3times a week	3		
5+ times a week	4		
Every day	5		
I don't know	98		

Pure Open-End Question

[Ask ALL]

[OPEN END]

Q24

In your opinion, what more should the TSB do to be more effective at advancing transportation safety? Please provide concrete methods/examples.

Label	Value	Attribute	Termination
Please specify	96	0	

Pure Open-End Question

[Ask ALL]

[OPEN END]

Q25

Thank you for taking the time to complete this survey. If you have any additional comments regarding this survey or the TSB, please provide them in the following space.

Label	Value	Attribute	Termination
Please specify	96	O	
No comment	99	X	

Thank you for your participation.