

Safety & Health
Practitioner
Summary of
2006 Readership
Survey Findings



CMP

United Business Media

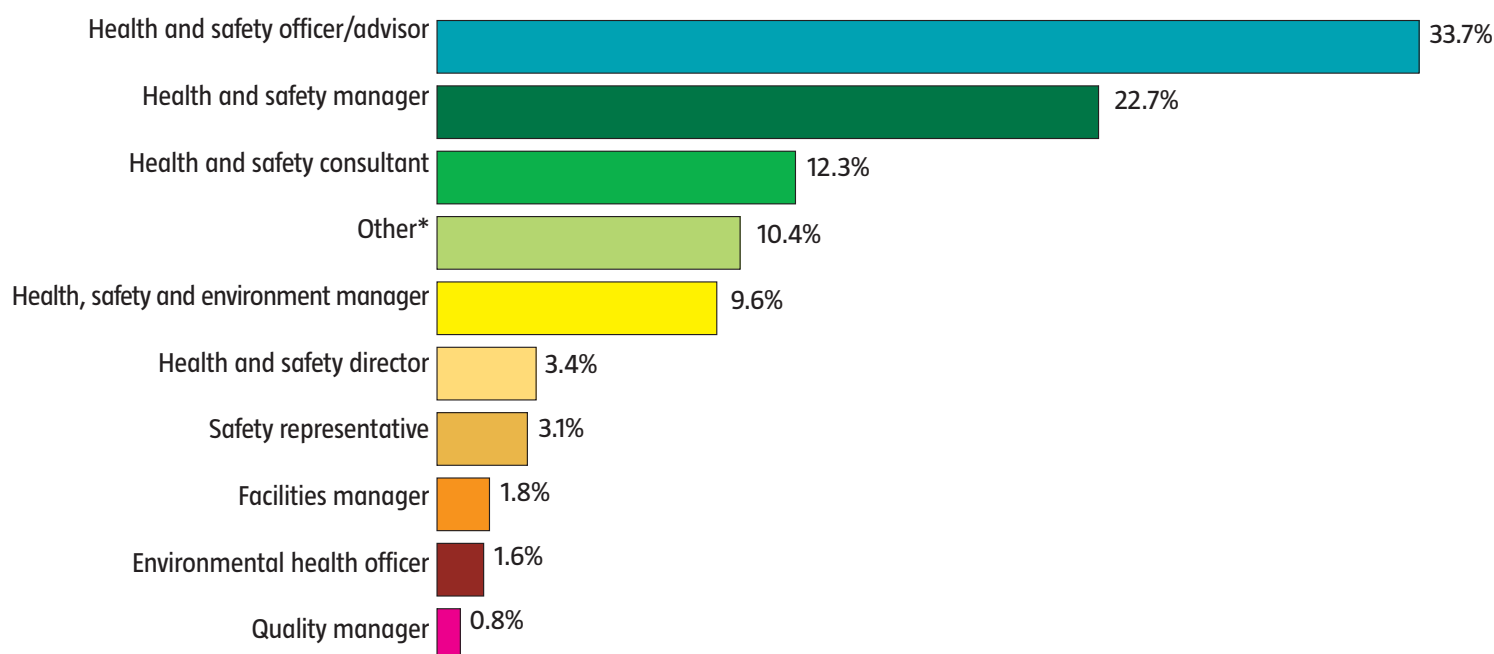
SHP Readership Survey Results

Introduction

When we last surveyed the SHP readership, in 2004, we used the results to totally revamp the look and content of the magazine. Two years down the line, we were keen to discover our readers' thoughts on the new-look SHP so we can be sure it continues to meet their needs and the needs of the safety and health sector as a whole. We wanted to know how useful the magazine is to our readers, what their roles are, how they specify products and services, and what tools they find most useful in carrying out their jobs as safety and health professionals.

The survey was conducted between 24 August and 29 September 2006. An e-mail was sent to approximately 20,000 IOSH members, and 684 individual subscribers asking them to take part in the online survey. A total of 3,899 people replied (19% of the number e-mailed) and the following is a summary of the key findings.

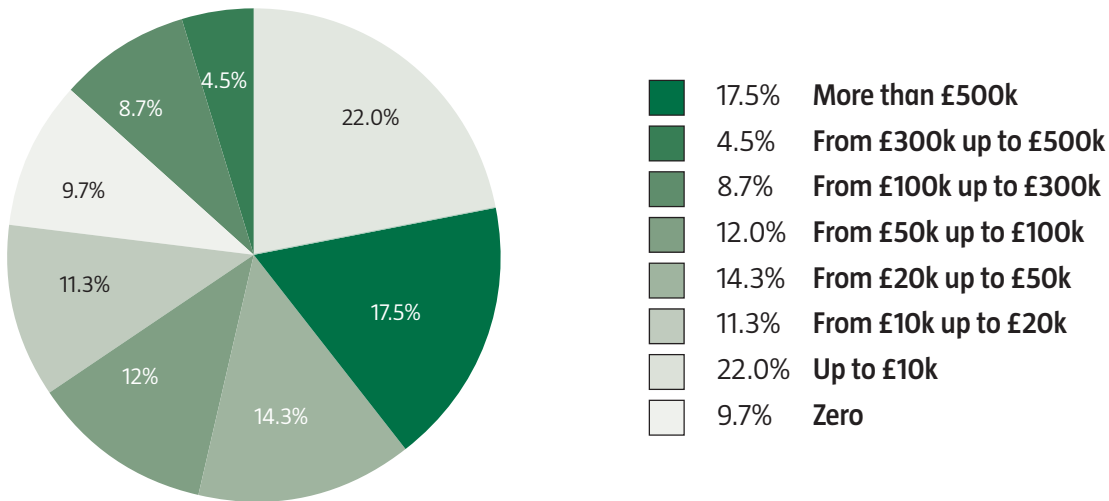
More than 80% of our readers are health and safety managers, or hold a more senior role



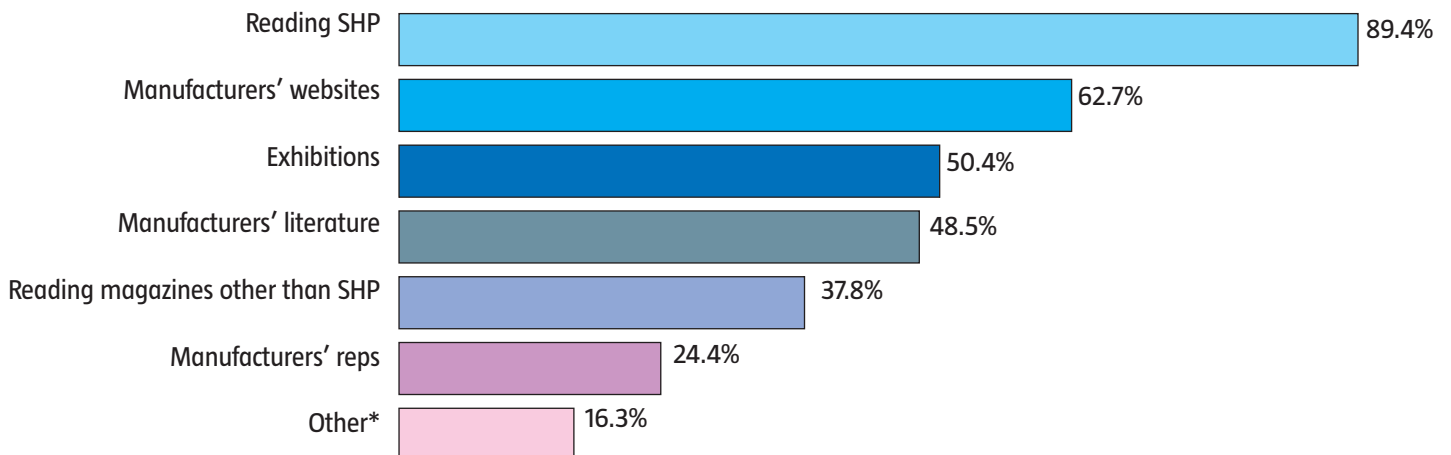
*Other job titles included: Tunnel Operations Officer, Training Officer/Manager/Engineer/Consultant/Advisor, Track engineer, Toxicologist, Team Leader, Technical Supervisor/Manager/Engineer/Assistant, System Health Engineer, Station Manager Fire Service, Solicitor, Site Manager, Project Manager, QUENSH Manager, Planning Supervisor, Occupational Hygienist/Health Nurse/Health Advisor, Lecturer, Management Systems Advisor, HM Inspector, Health & Safety Trainer/Inspector, Environment Safety and Health Specialist/Consultant/Administrator, Compliance Manager/Advisor, Chartered Surveyor, Construction Manager

The majority of SHP's readers have a significant annual budget for health and safety products and services

Annual budget of those willing or able to reveal figures



SHP is the most popular way for our readers to find out about new products and services



*Responses to Other included: Barbour Index, colleagues, Croner, HSE, Internet, ROSPA and ASSE

SHP's readers work in a wide variety of industries

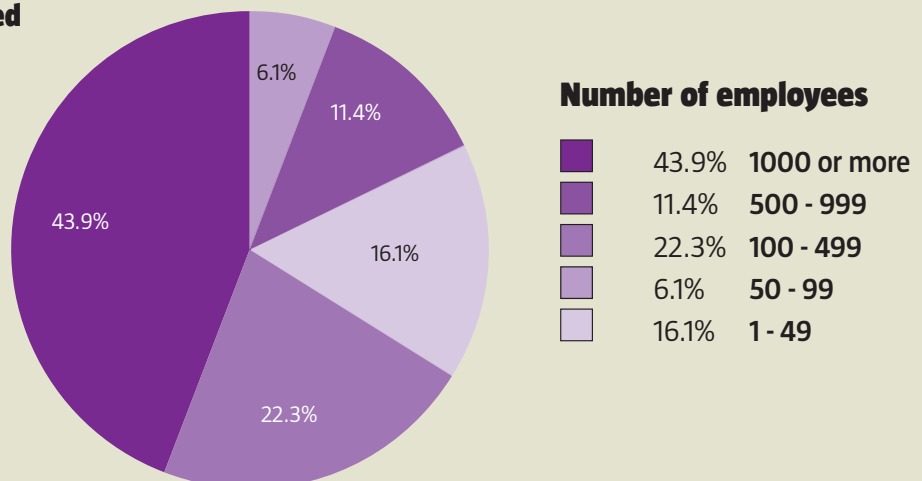
Proportion by sector in which they work	
Construction	16.9%
Manufacturing	14.5%
Other*	13.3%
Consultancy	12.6%
Public Services	12.3%
Education	7.0%
Transport	5.0%
Healthcare	4.3%
Retail and Distribution	3.7%
Oil and gas/offshore	3.1%
Utilities	2.4%
Emergency services	1.4%
Environmental	1.0%
Telecommunications	0.9%
Agriculture/Forestry/Fishing	0.7%
Fire Risk Management	0.2%

*Responses to Other included: Waste Management, Voluntary Sector, Training, Social Housing, Scientific Research, Quarrying, Property Management, Power Generation/Nuclear Industry, Pharmaceutical/Chemical, MOD, Law, Leisure, Insurance, Facilities Management, Financial Services, Engineering, Aerospace

SHP's readers rely on the magazine to help them in their job

Proportion indicating how SHP helps them in their job	
Informs me about health and safety legislation and compliance	87.4%
Keeps me up to date with industry news	86.0%
Gives me practical information on health and safety at work	75.6%
Informs me about health and safety products and services	68.2%
Tells me about job opportunities	62.8%
Gives me the latest news about IOSH	60.1%
Helps me locate health and safety events	38.0%
Helps me find the right training course	24.1%
Gives me career advice	22.0%

Most SHP readers are employed in big companies. Many of the readers employed in the 1-49 category are likely to be consultants



All sections of SHP are well read

Proportion who usually read the section	
News	98.8%
In court	97.7%
Features (long articles)	94.3%
Need to know	92.5%
Interface (IOSH news section)	85.2%
Industry round-up	84.0%
Mailshot (letters page)	82.7%
New products & services	81.7%
Recruitment (job advertisements)	80.7%
Jobs (career advice section)	70.6%

Once SHP's readers have read an issue, the majority keep it for future reference, or pass it on to their colleagues

Action after reading	
Archive it for reference	73.0%
Pass in on to a colleague	24.4%
Save certain feature pages	20.1%
Throw it away	7.2%
Other*	3.3%

*Responses to Other included: recycle their copy; put it in rack/reception/coffee table/study

The majority of SHP readers spend more than 45 minutes reading SHP every month

Length of time spent reading SHP every month	
46 minutes-1 hour	29.1%
1-2 hours	26.4%
31-45 minutes	18.7%
16-30 minutes	11.8%
2 hours +	11.7%
Up to 15 minutes	1.8%

Where companies use external health and safety training providers, 62.6% of SHP's readers have sole responsibility for the decision, or significant influence in the choice of training provider

SHP readers have the power to specify a wide variety of products and services

Proportion with sole responsibility or significant influence over choice	
PPE (ear/eye/head/hand/foot protection)	60.6%
Safety software (training/audit/compliance/incident management programmes, etc.)	56.0%
Lifting, handling and storage devices	50.9%
Consultancy	49.7%
Work at height equipment (fall prevention/arrest; access equipment)	49.5%
Ergonomic devices (office furniture & fittings, DSE, etc.)	49.1%
Safety technology (alarms, testing equipment, etc.)	44.9%
Occupational health services	41.8%
Hygiene products and equipment	36.6%
Plant and machinery	36.4%

For more information about advertised products and services SHP's readers will usually contact the advertiser direct

Action after seeing an advertisement in SHP for a product or service they are interested in	
Visit the advertiser's website for more information	82.8%
Email the advertising company for more information	34.8%
Make a note of the name of the product/service for reference	28.7%
Telephone the advertising company for more information	24.8%
Use SHP's reader response service to obtain more information	22.6%
File the advertisement for reference	17.1%
Take no action	4.1%



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