

Employee Awareness

Compressed Air Aware: Employee Survey Brief Template

Use the following template to help create a meaningful employee survey that will help you understand employee behavior, identify knowledge gaps and inform campaign messages.

Background

Provide a summary of the business and problem you're trying to solve for.

- [Example 1a] Sector, location, core functions, number of employees, vision, mission, current culture on energy efficiency and conservation, annual energy bill, energy used on compressed air annually, current understanding of how compressed air is used in the facility.

Research amnesty

Is there a pre-existing body of related research? Include here so that you don't risk duplicating any findings.

- [Example] Employee Engagement Survey 2019.xls

Objectives

Why are you conducting this research?

- [Example 1a] To identify how employees are currently using compressed air.
- [Example 1b] To identify barriers to changing the way employees use compressed air.
- [Example 1c] To identify employee awareness on the costs of compressed air.
- [Example 1d] To identify employee awareness on appropriate compressed air end uses.

Target audience

Set a target to help measure success. Who do you want to survey, and how many respondents would you like for your sample?

- [Example 1] Plant Employees (Operations, Maintenance, Production); sample size 50 respondents
- [Example 2] Office Employees (Purchasing, HR, Communications); sample size 25 respondents

Methodology

Based on the objectives listed above and the respondent group you're targeting, what is the best way to conduct your research? (Online survey, collecting responses in a staff room survey box, in-person interview, phone calls, etc.)

- [Example 1] Online link available to office workers by e-mail, and plant workers by iPad

Timing

Consider internal milestones such as meetings and decision-making deadlines.

- [Example 1a] Survey link is released Monday, July 6, 2019.
- [Example 1b] Survey link closes Monday, July 20, 2019.
- [Example 1c] Result analysis is complete and ready for communications Monday, July 27, 2019.

NEED HELP?

Talk to your Key Account Manager or Regional Energy Manager.

They'll be able to help you come up with creative solutions to recruiting respondents and devising a meaningful survey that fits your energy objectives.

Budget

Are there any anticipated costs associated with recruiting respondents?

- [Example 1] Each respondent will be entered to win one of two \$50 Visa gift cards.

Survey example questions

Create a list of sample questions as they relate to your specific research objectives.

- [Example 1a] To identify how employees are currently using compressed air.
 - Do you use compressed air at work?
 - Select the applications for which you have used compressed air to complete your work.
 - Rank these end-uses based on frequency of use over the year. (Eg. If you use compressed air for cleaning most frequently, put it first. If you use compressed air for personal cooling least frequently, put it last.)
- [Example 1b] To identify barriers to changing the way employees use compressed air.
 - When the compressed air system is down for repairs, how does this impact your work?
 - What would it mean to you if you removed compressed air from the work you do every day?
- [Example 1c] To identify employee awareness on the costs of compressed air.
 - What are the facility-wide energy costs of compressed air annually?
 - What are the annual energy costs for a compressed air leak the size of a pea?
 - What proportion of the ownership cost of compressed air is spent on maintenance, equipment and installation and electricity respectively?
- [Example 1d] To identify employee awareness on appropriate compressed air end uses.
 - Which of the following are appropriate and efficient end-uses for compressed air?
 - Which of the following are inappropriate and inefficient end-uses for compressed air?

Be sure to close with a few respondent-specific questions to help segment your results.

- How often do you use compressed air at work?
- Which department are you in?
- Are you staff or management?

If incentivising responses, be sure to include an option to enter contact info for a prize draw.

- Name
- E-mail
- Phone