



Motivated by the High Cost of Workplace Injuries

A Guide to Expanding Your Business through Targeting Safety Violators

There are few better motivators to employers, than avoiding the high cost of safety related penalties or workplace injuries. For the suppliers of products that can prevent workplace injuries or being cited by the Occupational Safety and Health Administration (OSHA), a good way to target potential customers is to understand trends in workplace injuries, including industry concentrations or occupations in which injuries that your product or service could prevent.

Another way to target potential customers is to identify establishments who have received safety violations from OSHA. There is no bigger motivator for safety related products and services than when your facility is found non-compliant. Fortunately, there are many tools available to help you not only identify the establishments in violation, but also industry concentrations.

According to *IBISWorld*, firms operating in the occupational health and workplace safety services industry provide “advice and assistance to organizations and companies to assure safe and healthy working conditions for employees” through “training, outreach, education and assistance in the form of worksite evaluations, hazard assessments, facility design reviews and compliance audits.” This industry has grown because of increased enforcement of safety regulations that began in 2010.

In the coming years, *IBISWorld* projects the industry to grow at an average annual rate of 3.0% to reach \$6.9 billion in 2020. “Industry performance will rely heavily on demand from sectors with riskier work environments, such as mining, construction, oil and manufacturing. The complexity of safety regulations and the prohibitive cost of in-house consultants will also continue to drive industry demand, particularly for firms that specialize in niche markets.”

Tracking Workplace Injuries

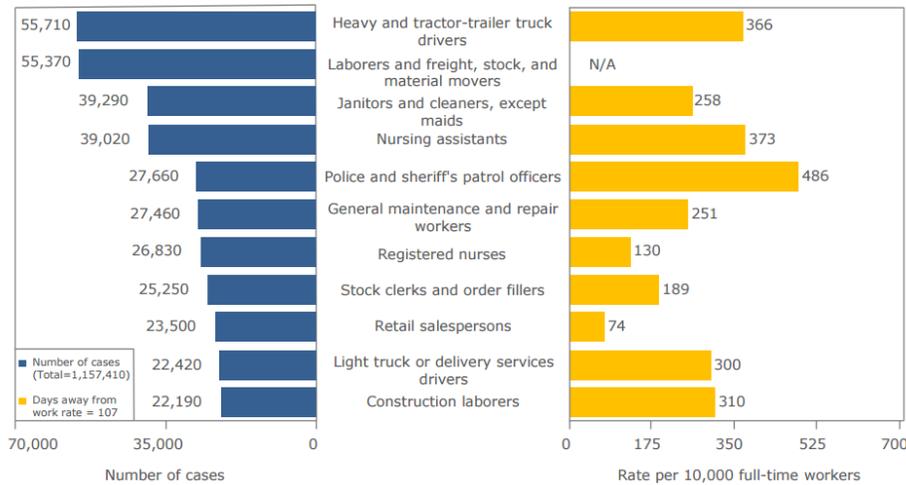
The Bureau of Labor Statistics tracks both fatal and nonfatal occupational injuries and publishes this data through its [Injuries, Illnesses, and Fatalities \(IIF\)](#) program. IIF provides “annual information on the rate and number of work-related injuries, illnesses, and fatal injuries, and how these statistics vary by incident, industry, geography, occupation, and other characteristics.”

You can view a summary of the data in the corresponding news release. For example, in September 2015 the Economic News Release, of the “Census of Fatal Occupational Injuries” reported that occupational fatalities increased 2% in 2014. In addition, in private goods-producing industries, the number of work injuries resulting in a fatality was 9% higher than the previous year. Falls, slips, and trips grew 10%, driven primarily by a higher rate of falls to a lower level.

The data can also be viewed in various data tables and charts. For example, in the PDF file of data charts for the most recent “Nonfatal Occupational Injuries and Illness,” published in November 2015 contains data charts that show the rate of injuries and illnesses for a particular occupation. See the chart on the top of page two.



Incidence rate and number of injuries and illnesses for selected occupations with 20,000 cases or more, all ownerships, 2014



Eleven occupations had 20,000 or more cases across all ownerships. Heavy & tractor-trailer truck drivers along with laborers and freight, stock, & material movers combined accounted for 10 percent of total cases. Police and sheriff's patrol officers had the highest rate of injury and illness among these occupations.

Source: U.S. Bureau of Labor Statistics, 2015

Chart 3

Tracking OSHA Violators

OSHA hosts data and statistics on its site related to inspections and violations by facilities across all industries. The [Industry Profile for an OSHA Standard](#) search tool allows users to identify which industries, by two to five digit NAICS codes, have had the most violations of a specified OSHA Standard. You can also view the industries that have the most violations across all standards. For example, when categorizing industries by a five digit NAICS code, roofing contractors have the highest number of citations for all standards with 8,274 for a total of \$20,882,564.

As part of its data and statistics collection, OSHA provides information on establishments with [high initial penalties](#) that are over \$40,000. Currently, a construction company tops the list with an initial penalty of \$1,792,000. This data can also be organized by state using the interactive [map](#).

To identify specific companies who have OSHA violations, users can also search the [Integrated Management Information System \(IMIS\)](#) for reported OSHA violations dating back five years. The system search capabilities require you to search for either a specific establishment by name or search for violations by OSHA office. For example the New York OSHA office lists 3,034 establishments across varying industries cited for violations during the past two years.

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