

Heartland Survey Results Reveal Trends

Environment topics remain most important while interest grows in safety and emergency response

Friday, August 7, 2015 – More residents in and around Alberta’s Industrial Heartland are following industrial development activities now than four years ago. According to a recent survey conducted by Life in the Heartland, 72% of respondents follow industrial activities very or somewhat closely compared to 68% in 2011.

A telephone poll of 400 residents from Alberta’s Industrial Heartland and surrounding region was conducted in June to determine public perceptions about industry and environment-related topics, how closely residents follow industrial development, and preferred sources of information. The data was compared to a similar survey conducted in 2011.

“Comparing our most recent survey with the baseline data from four years ago provides valuable insight on trends and changes in people’s perceptions,” explained Vanessa Goodman, Chair of Life in the Heartland. “Knowing more people follow industrial activity, in addition to a sustained interest in environmental topics, helps us continue to provide the information our audience is looking for.”

When asked where they obtain information, respondents selected local newspaper as their preferred source, with television ranking second, both in 2011 and 2015. The internet/social media saw a remarkable increase, with 30% indicating it is an important source, compared to only 6% in 2011.

Environmental topics – air quality and water quality specifically – remained in the top three topics of interest. More people are very or somewhat interested in safety and emergency response now than four years ago (75% versus 69%). Conversely, interest in traffic/transportation decreased since 2011 (77% versus 62%), despite it being ranked the ‘most poorly managed’ in the region today.

“Perhaps the most encouraging finding is a substantial increase in the number of people who know that Life in the Heartland’s role is providing information about industrial development in the region,” commented Vanessa Goodman. “It demonstrates that Life in the Heartland’s partner organizations are on the right track to ensure residents have easy access to information and resources.”

To learn more, visit www.lifeintheheartland.com, email info@lifeintheheartland.com, or follow us on social media – [facebook.com/lifeintheheartland](https://www.facebook.com/lifeintheheartland) and [@LifeinHeartland](https://twitter.com/LifeinHeartland) on Twitter.

Life in the Heartland provides information, resources, and contacts for residents of the Heartland region. Supporting partners include Alberta’s Industrial Heartland Association, Alberta’s Industrial Heartland Land Trust Society, Fort Air Partnership, Northeast Capital Industrial Association, and Northeast Region Community Awareness Emergency Response.

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Contact Information for Life in the Heartland Partner Organizations

- **Alberta's Industrial Heartland Association** (www.industrialheartland.com)
Association of municipal partners that supports sustainable planning and investment

CONTACT: Neil Shelly, Executive Director, neil@industrialheartland.com or 780.998.7453

- **Alberta's Industrial Heartland Land Trust Society** (www.industrialheartland.com)
Facilitates the voluntary relocation of residents located in or near industrial zones

CONTACT: Ryerson Christie, Program Director, ryerson@industrialheartland.com or 780.998.7453

- **Fort Air Partnership** (www.fortair.org)
Regional airshed that monitors and reports air quality

CONTACT: Nadine Blaney, Executive Director, nadine.blaney@fortairmail.org or 1.800.718.0471

- **Northeast Capital Industrial Association** (www.ncia.ab.ca)
Industrial association that supports cumulative management programs

CONTACT: Laurie Danielson, Executive Director, ncia@telusplanet.net or 780.992.1463

- **Northeast Region Community Awareness & Emergency Response** (www.nrcaer.com)
Regional organization that focuses on mutual aid emergency response planning, community notification and safety education

CONTACT: Brenda Gheran, Executive Director, executivedirector@nrcaer.com or 780.424.0162