Life in the Heartland/ Fort Air Partnership 2015 Public Perceptions Survey

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EXECUTIVE SUMMARY

The telephone survey involved interviews with 400 residents living within Fort Air Partnership's airshed, which includes Alberta's Industrial Heartland, and the northern portion of postal code T5Y. FAP's airshed and T5Y located northeast of the City of Edmonton encompass Life in the Heartland's key target audiences.

Importance of Issues

- Nearly one-quarter of respondents (24%) felt air quality was the most important issue facing the area in which they lived, followed by traffic issues (15%), infrastructure (13%), environmental concerns (12%) and too much development (7%).
- This order of importance was the same when respondents were asked to think specifically about industrial development and activity in the area, although the percentage of total mentions for each was less.
- When asked to think specifically about environmental issues in the area, air quality was again the top issue at 36% of total mentions. However, for this question, water quality (14%), land destruction (9%), pollution (7%) and refineries/plants (7%) rounded out the top five.
- Overall, respondents follow environmental issues more closely (80% very or somewhat closely) than industrial development and activity (72% very or somewhat closely).

Management of Issues

- Respondents felt safety/emergency response was the best managed issue, with 70% considering it excellent or good. This was following by water quality/quantity management (55%), industrial noise and light control (both at 51%) and air quality (50%).
- Transportation was considered the most poorly managed issue, with nearly half (47%) saying the issue was being managed somewhat poorly or poorly. Only 23% thought it was being done well. All other issues received a balanced or favourable management rating.

Interest in Issues

- The majority of respondents said they were very or somewhat interested in all other issues except industrial light and noise, which both received less than a 50% interest rating.
- Respondents had the most interest in issues involving safety/emergency response (75% very or somewhat interested), air quality (74%) and water quantity/quality (73%).



Perception of Air Quality

• More than half (58%) of all respondents rated air quality where they lived as excellent or good, while about a third (29%) rated it as average. A minority of 13% rated it as poor or very poor. This rating improved from 2013.

Information Recall and Preferences

- More than two-thirds (70%) of respondents said they recalled seeing, hearing or reading information in the past year about environmental issues or industrial development and activity in the area.
- Those who did recall seeing, hearing or reading information about environmental issues or industrial development and activity in the area said local newspapers was their main source (82% total mentions), followed by Edmonton media (radio/TV at 22%, newspapers at 18%), on-line communications (12%), word of mouth (11%) and local radio (10%).
- The top two ways in which respondents were currently getting information about environmental issues or industrial development and activity in the area matched their preferred way of receiving this information (local newspapers and Edmonton radio/TV). Local radio ranked third in terms of source importance (53%) even though only 10% of people said they got their information from that source now.

Information in an Emergency Situation

 Thirty-eight percent of respondents said local media would be their primary information source regarding an emergency situation that impacted public safety. This was followed by alert systems (23%), their local municipality (21%), social media (14%) and other on-line sources (11%).

Fort Air Partnership

- More than one-third of respondents (38%) said they had heard of Fort Air Partnership. This is an 11% increase over the number who had heard of the organization in 2013.
- As in 2013, a large majority of those who were aware of Fort Air Partnership knew the organization monitors air quality in and around Alberta's Industrial Heartland (77%). More people in 2015 were aware Fort Air Partnership makes air quality information available to the public (18% today versus 12% in 2013).
- Local Fort Air Partnership newspaper advertisements or articles were the most widely seen or accessed in the past (84%), followed by print materials like Report to the Community (33%), Fort Air Partnership's website (27%), and community events, meetings and discussions with the organization's Board or staff (26%).



- These same respondents had the most satisfaction with Fort Air Partnership's efforts monitoring and collecting data on local air quality (67% were very or somewhat satisfied). They had the least satisfaction with Fort Air Partnership's work in notifying the public when local air quality standards were exceeded (only 44% were very or somewhat satisfied).
- Overall, 58% of respondents who had heard of Fort Air Partnership were very or somewhat satisfied with the organization's overall monitoring and reporting efforts. In 2013, all respondents, regardless of whether they had heard of Fort Air Partnership or not, were asked about their level of overall satisfaction with the organization. Among that group, 36% were very or somewhat satisfied.
- The vast majority of all respondents (90%) felt Fort Air Partnership was very or somewhat important. Only 6% felt it was somewhat unimportant or not important at all.
- A large majority (85%) felt it was very or somewhat important for the new provincial agency that monitors, evaluates and reports on environmental impacts to air, water, land and biodiversity in the province to allow Fort Air Partnership to continue to manage local air monitoring and reporting as per provincial guidelines.
- Thirty-two percent of respondents wanted to receive periodic updates from Fort Air Partnership.

Life in the Heartland

- One-third of respondents (33%) said they had heard of Life in the Heartland. This is a 3% increase over the number who had heard of the organization in 2011.
- A large minority (40%) of those who were aware of Life in the Heartland believe the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. In total, a majority of people (58%) offered an opinion as to what Life in the Heartland does, an increase of 21% when compared to 2011.
- Local Life in the Heartland newspaper advertisements or articles were the most widely seen or accessed (75%), followed by Community Information Evenings (34%), meetings/discussions with Life in the Heartland representatives (26%), Life in the Heartland's website (22%), and the e-newsletter (21%).
- Thirty-one percent of respondents wanted to receive periodic updates from Life in the Heartland.



INTRODUCTION

Fort Air Partnership (FAP) is responsible for monitoring air quality in the Industrial Heartland area north and east of Edmonton, an area of approximately 4,500 square kilometers. It also is responsible for providing accurate and impartial information on air quality to the public. It measures against the ambient air quality standards set by the Government of Alberta using a mixture of continuous and passive monitoring stations.

Life in the Heartland (LITH) is an initiative to provide information and improve communications with residents about industrial operations and development in Alberta's Industrial Heartland.

To examine awareness and perceptions of both FAP and LITH among members of the public residing within the organizations' catchment areas, Marcomm Works and its partner firm, Trend Research Inc., were contracted to conduct a random telephone survey of area residents.

This report provides a summary of the research, including methodology and key findings. Please note that it has been written from the independent and objective point of view of Marcomm Works. Any opinions, interpretations or conclusions contained within it may or may not coincide with those of Fort Air Partnership and/or Life in the Heartland.

METHODOLOGY

The telephone survey involved interviews with 400 randomly selected adult residents living within Fort Air Partnership's airshed, which includes Alberta's Industrial Heartland, and the northern portion of postal code T5Y. FAP's airshed and T5Y located northeast of the City of Edmonton encompass Life in the Heartland's key target audiences.

The questionnaire was designed by Marcomm Works and approved in advance by FAP and LITH. All interviewing was conducted June 1 -12, 2015 by Marcomm's partner firm, Trend Research Inc. from its Central Location Telephone Facility in Edmonton. Telephone numbers were selected at random from current directory listings for the area. To ensure a random selection of individuals within each household reached, the "birthday method" of respondent selection was used – in which interviewers asked to speak to the person in the household who was 18 years of age or older and would have the next birthday.

Quotas were established to ensure a split of male and female respondents, and equal representation between Fort Saskatchewan residents (200) and those in surrounding communities and rural areas.



All interviewing was conducted using "DASH" software, which allows questionnaires to be programmed for Computer Assisted Telephone Interviewing. With CATI, data collection and data entry are simultaneous, given that data is entered into a computer file while the interview is in progress. DASH also allows interviewers to directly enter verbatim responses to open-ended questions.

On completion of field interviewing, all open-ended responses were checked, coded and entered into the data file. Detailed tables of complete survey results then were generated, including by total and by demographic questions. For reference, the following table illustrates the margin of error for a sample of 400, and a selection of subsample sizes.

| Sample Size | Error Margin |
|-------------|--------------|
| 400 | +/- 5.0% |
| 300 | +/- 5.8% |
| 250 | +/- 6.3% |
| 100 | +/- 10.0% |
| 50 | +/- 14.2% |

The margins shown in the table are at the 95% confidence interval (i.e. if the same survey were conducted in the same manner 20 times, results would be within the margin of error at least 19 times) and at the maximum degree of variability (i.e. where exactly 50% respond "yes" and 50% respond "no" to a yes/no question). There is a small decrease in the margin of error where responses are more uniform (e.g. 85% yes and 15% no, etc.).



RESULTS

The following sections provide a summary of overall results from the survey, including graphs and tables as appropriate. A complete set of result tables has been delivered separately. *Please note that throughout this report, percentages shown may not add to 100 for a variety of reasons, including: rounding; omission of "don't know" or "no response" categories; and/or multiple responses to certain questions where permitted.*

| Respondent Profile (Base = 400) | | | | |
|---------------------------------|-----|--------------------------------|-----|--|
| Age | | Education | | |
| 18 – 24 | 6% | High school or less | 22% | |
| 25 – 34 | 14% | Some post-secondary | 11% | |
| 35 – 44 | 18% | Degree, diploma or certificate | 58% | |
| 45 – 54 | 26% | Master's or doctorate | 6% | |
| 55 – 64 | 18% | Refused | 3% | |
| 65 and older | 17% | | | |
| Refused | 1% | | | |
| Area of residence | | Gender | | |
| Fort Saskatchewan | 44% | Male | 50% | |
| Gibbons, Bon Accord, | 15% | Female | 50% | |
| Redwater | | | | |
| Lamont or Bruderheim | 1% | Lived in Community | | |
| Lamont County | 1% | 0-2 years | 4% | |
| Strathcona County | 25% | 3-5 years | 12% | |
| Sturgeon County | 6% | 6-10 years | 12% | |
| Other | 9% | 10+ years | 73% | |

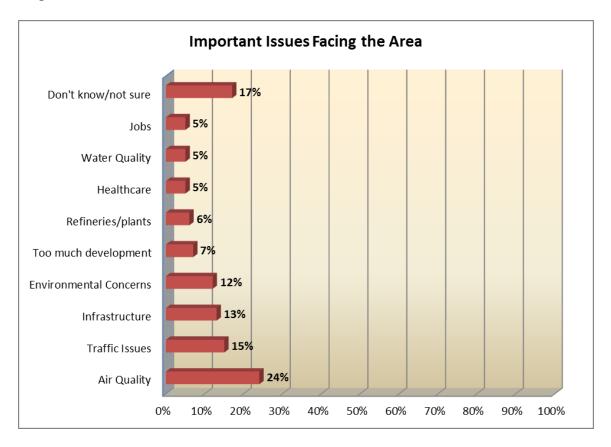
*Other would include other locations in FAP's airshed or in the T5Y postal code.





Importance of Issues

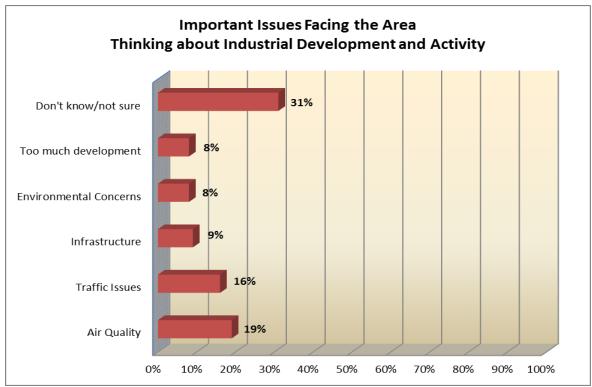
The survey began by asking respondents a few top-of-mind questions. The first question asked: *"What do you think are the most important issues facing the area in which you live?"* Multiple mentions were allowed. Among those who shared an opinion, nearly one-quarter (24%) felt air quality was the number one issue, followed by traffic issues (15%), infrastructure (13%) and environmental concerns (12%). Issues mentioned by 5% or more of all respondents are noted on the chart. Other issues that garnered a smaller percentage of total mentions were senior issues, education, price of oil, housing, herbicides/pesticides, increased population, land use, economy and safe neighbourhoods.



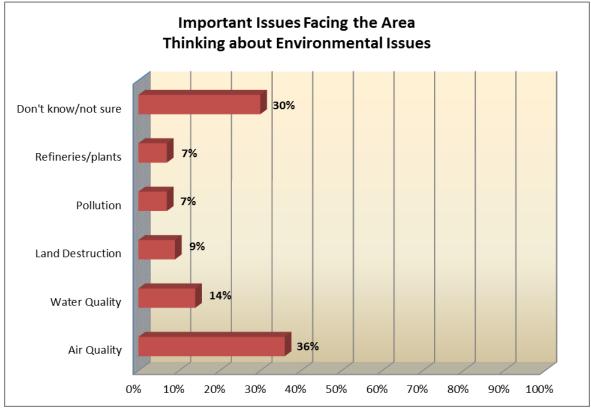
Respondents were then asked the same question but to think specifically about industrial development and activity in the area. The top five answers were the same but there were fewer mentions for each issue. Also, nearly one-third (31%) offered no opinion compared to only 17% for the first, more general question.

Lastly, respondents were asked the same question a third time, but to think about environmental issues in the area. Air quality was again the top issue at 36% of total mentions. Water quality (14%), land destruction (9%), pollution (7%) and refineries/plants (7%) rounded out the top five. Those offering no opinion were also high for this question (30%).





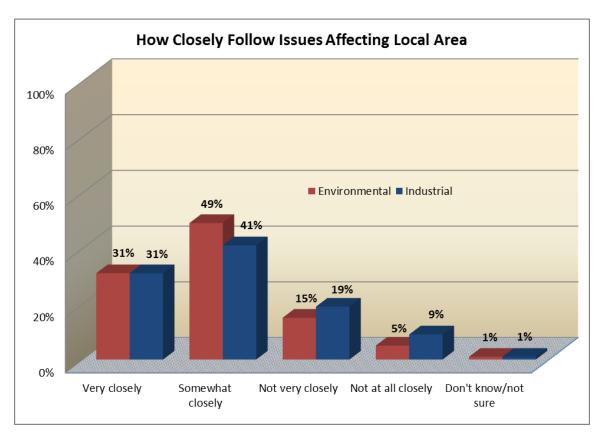
*Among all other issues, none garnered more than 4% in total mentions.



^{*}Among all other issues, none garnered more than 4% in total mentions.



In two separate questions, survey respondents were next asked how closely they follow environment issues and then, industrial development and activity affecting their local area. Overall, respondents follow environmental issues more closely (80% very or somewhat closely) but focus on industrial development and activity is also significant, with nearly three-quarters (72%) of all respondents following those issues very or somewhat closely.





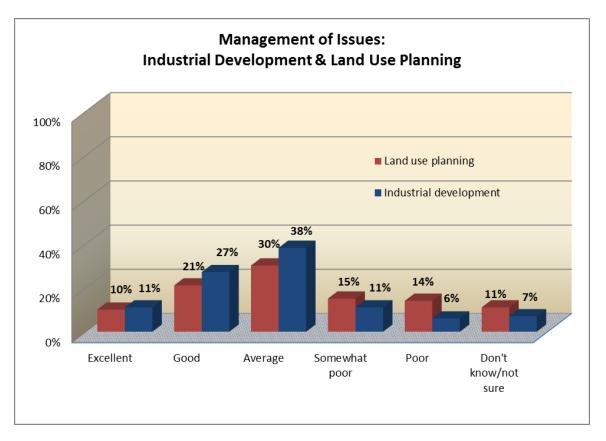


Management of Issues

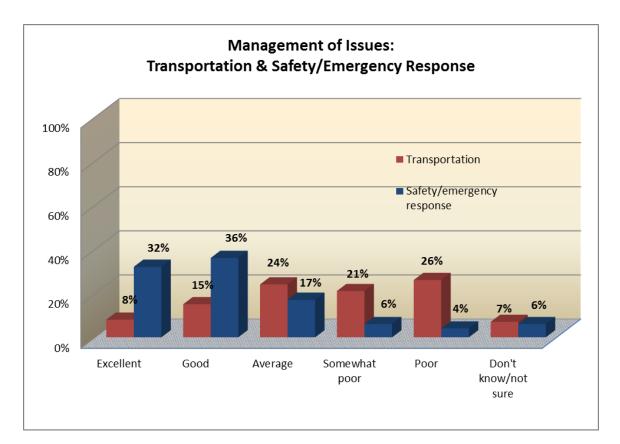
The next questions dealt with how well certain issues were being managed in the area. Respondents were presented with a list of eight issues and asked to rate them using a five point scale.

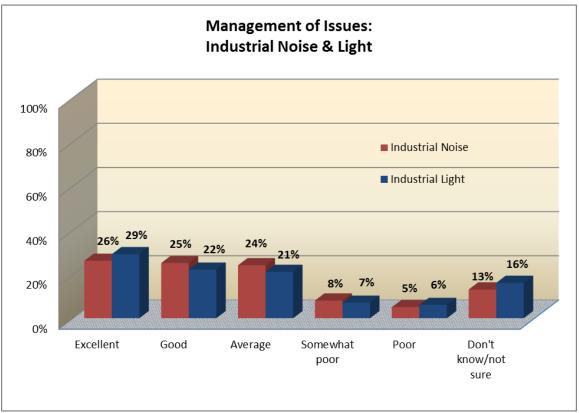
Respondents felt safety/emergency response was managed the best, with 70% considering it excellent or good. This was following by water quality/quantity management (55%), industrial noise and light control (both at 51%) and air quality (50%).

Transportation was considered the most poorly managed issue, with nearly half (47%) saying the issue was being managed somewhat poorly or poorly. Only 23% thought it was being done well. All other issues received a balanced or favourable rating. For example, land use planning received the next worst assessment (29% somewhat poor or poor management). However, other respondents gave land use planning a 31% excellent or good management rating.

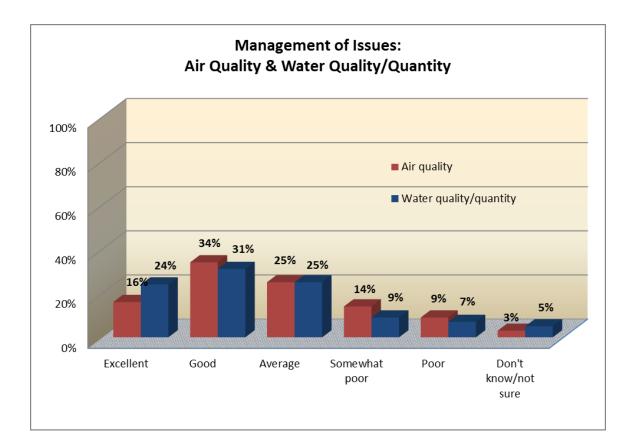








Marcomm Works

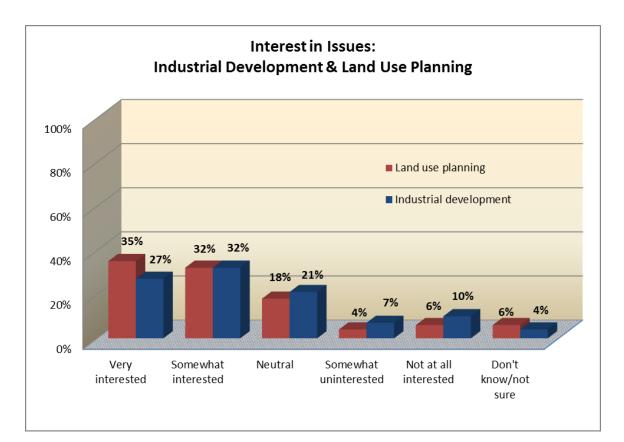


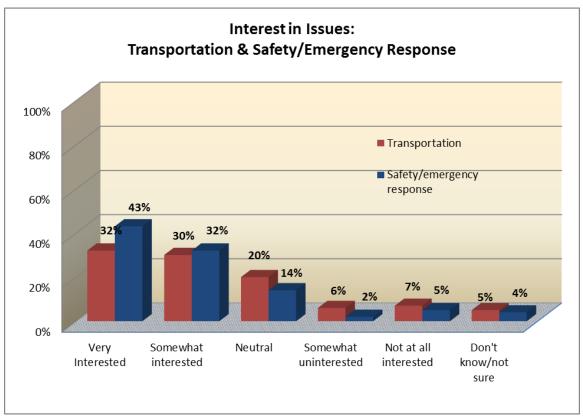
Interest in Issues

Respondents were then asked their level of interest in the same issues, using a five point rating scale. The majority of respondents said they were very or somewhat interested in all other issues except industrial light and noise, which both received less than a 50% interest rating.

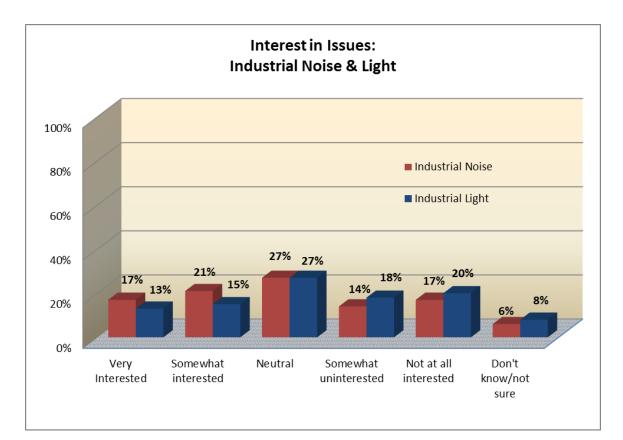
Respondents had the most interest in issues involving safety/emergency response (75% very or somewhat interested), air quality (74%) and water quantity/quality (73%). Of least interest was industrial light and noise (38% and 31% of respondents respectively said they were somewhat uninterested or not at all interested in these topics).

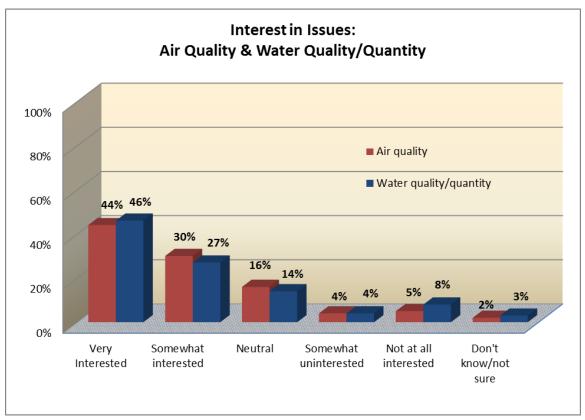








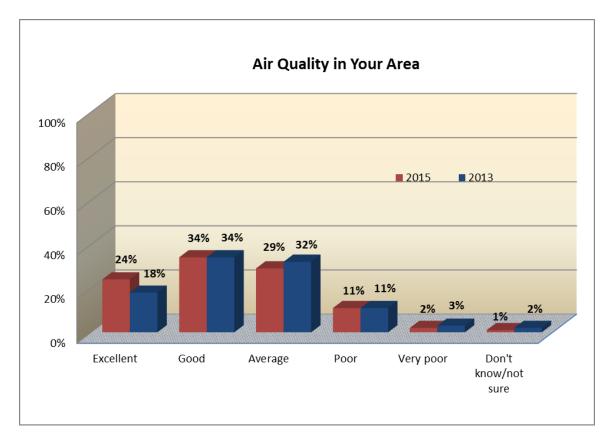




Marcomm Works

Perception of Air Quality

All respondents were asked to rate the air quality where they live. More than half (58%) rated it as excellent or good, while about a third (29%) rated it as average. A minority of 13% rated it as poor or very poor. This rating improved from 2013. Whereas the percentage of people who thought it was poor or very poor remained relatively stable, more people in 2015 had a positive opinion of local air quality.

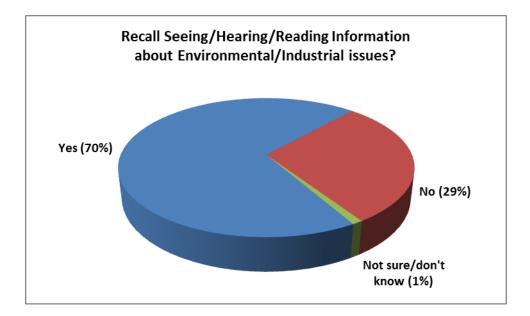






Information Recall and Preferences

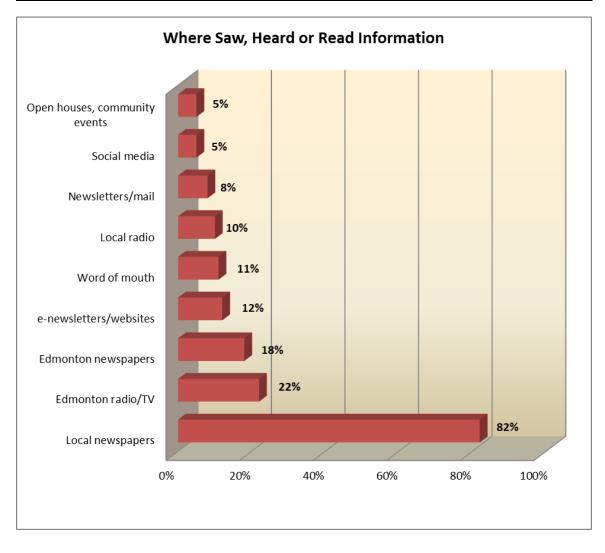
Respondents were asked if they recalled seeing, hearing or reading any information in the past year about environmental issues or industrial development and activity in the area. More than two-thirds (70%) said they did, while 29% did not.



Those who did recall seeing, hearing or reading some information about environmental issues or industrial development and activity in the area (280 respondents) were asked where they saw, heard or read it. The following graph shows the types of media mentioned. Multiple responses were allowed.

It shows that local newspapers dominate at 82%, followed by Edmonton media (radio/TV at 22%, newspapers at 18%). On-line communications via e-newsletters and websites was the fourth ranked choice at 12%, followed by word of mouth (11%) and local radio (10%). All other sources mentioned were less than 5% of total mentions but included road signs, witnessing it first hand, posters and the Regional Information Update Line.



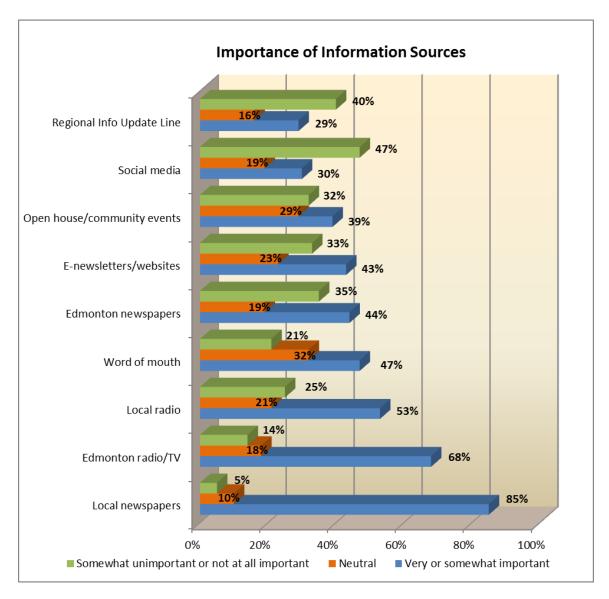




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Respondents who had seen, heard or read information in the past year about environmental issues or industrial development and activity in the area were then asked how important various information sources were to them. The two highest preferences (local newspapers, Edmonton radio/TV) matched the two most frequently mentioned sources where people were seeing, hearing and reading information now.

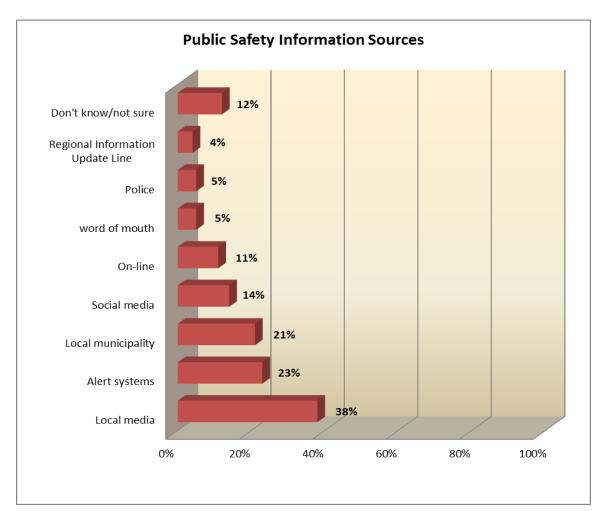
Local radio ranked third in terms of importance (53%) even though only 10% of people said they got their information from that source now.



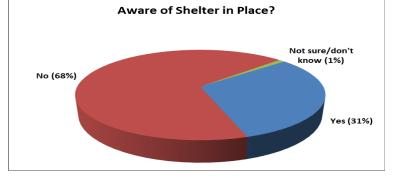


Information in an Emergency Situation

All respondents were asked where they would normally go to get information about an emergency situation that impacted public safety. Respondents were permitted multiple responses but were not read a list of options. Local media was the number one source (38%), followed by alert systems like municipal alert systems, Alberta Emergency Alert and Alert Ready (23%), their local municipality (21%), social media (14%) and other on-line sources (11%).



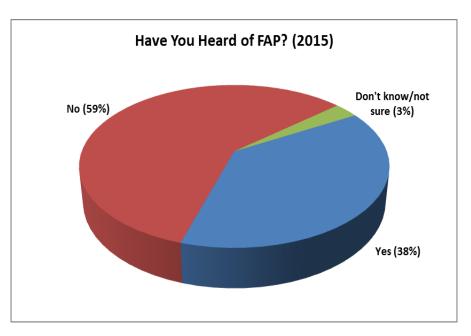
Respondents were then asked if they were personally aware of a safety action plan called Shelter in Place. Approximately onethird (31%) were aware, 68% were not.

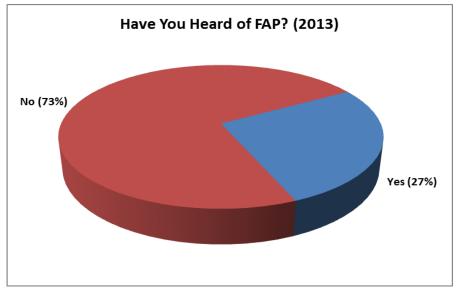




Fort Air Partnership

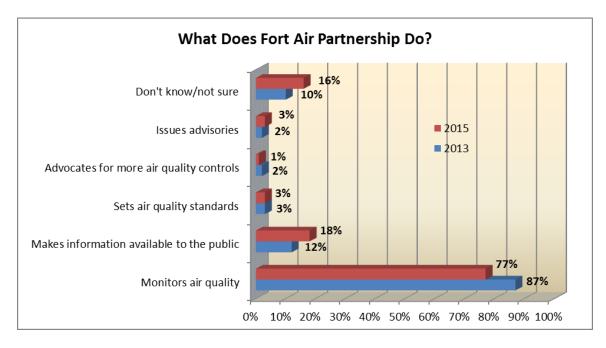
The questionnaire then asked respondents a series of questions about Fort Air Partnership. This portion of the survey began by asking all respondents if they had ever heard of an organization called Fort Air Partnership. More than one-third of respondents (38%) said they had heard of FAP. This is an 11% increase over the number who had heard of the organization in 2013.





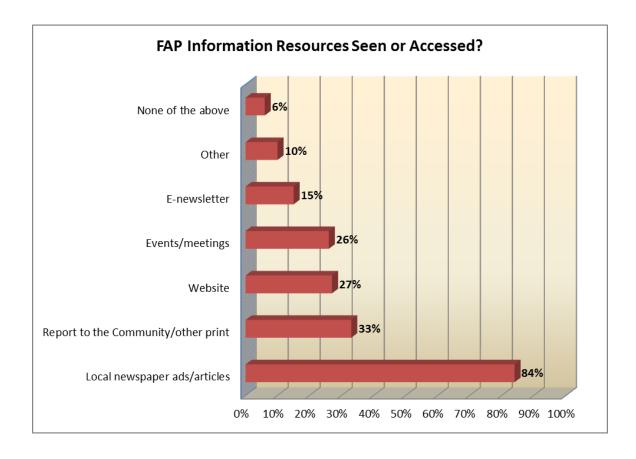


Those who were aware of FAP (150 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options. As in 2013, a large majority (77%) of these respondents knew FAP monitors air quality in and around Alberta's Industrial Heartland. More people in 2015 were aware FAP makes air quality information available to the public (18% today versus 12% in 2013).





Those who provided an opinion on what FAP does (126 respondents) were asked which FAP information resources they have seen or accessed in the past. A list was read to them and multiple responses were permitted. Local newspaper advertisements or articles were the most widely seen (84%) followed by FAP print materials like Report to the Community (33%), the FAP website (27%), and community events, meetings and discussions with FAP Board or staff (26%).

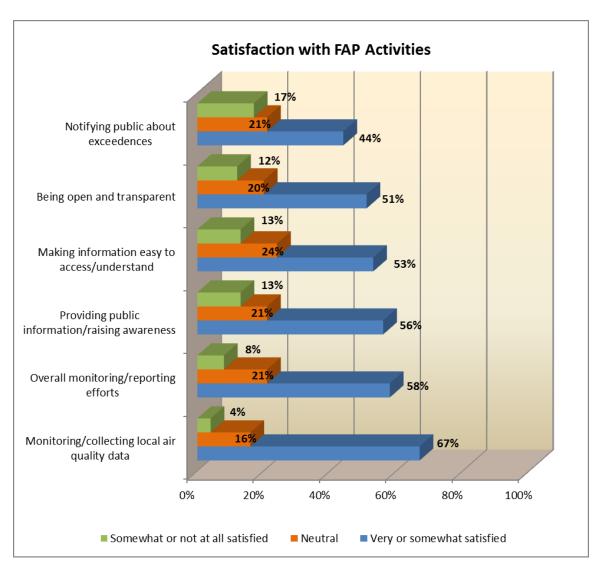






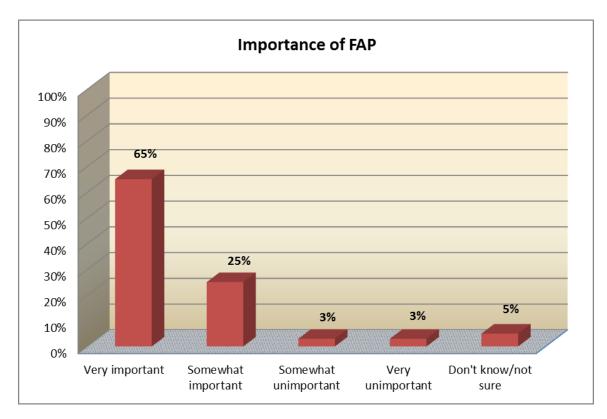
This same group was asked about their level of satisfaction with FAP's work in a number of key areas that were read to them. Respondents had the most satisfaction with FAP's efforts monitoring and collecting data on local air quality (67% were very or somewhat satisfied). They had the least satisfaction with FAP's work in notifying the public when local air quality standards were exceeded (only 44% were very or somewhat satisfied). However, the percentage of respondents who were dissatisfied with FAP did not exceed 24% in any one area.

Overall, 58% of respondents were very or somewhat satisfied with FAP's overall monitoring and reporting efforts. In 2013, all respondents, regardless of whether they had heard of FAP or not, were asked about their level of overall satisfaction with the organization. More than half were unsure (51%), 36% were very or somewhat satisfied and 13% were somewhat or very dissatisfied.





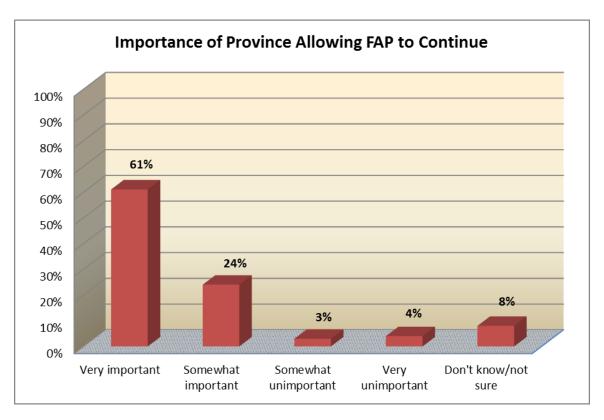
All 400 respondents were then told "Fort Air Partnership is an independent, non-profit group composed of industry, community and government representatives. It is responsible for accurately and impartially monitoring, recording and reporting on air quality in the region to the public." They were then asked how important such an organization is. The vast majority (90%) felt the organization was very or somewhat important. Only 6% felt it was somewhat unimportant or not important at all.



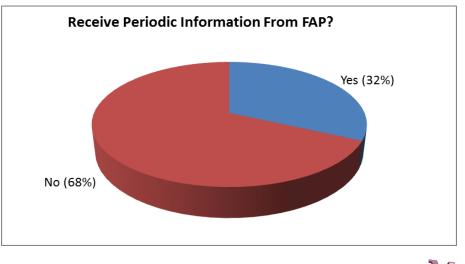




The next question asked: "The Government of Alberta has set up a new agency to monitor, evaluate and report on environmental impacts to air, water, land and biodiversity in the province. How important would you say it is for this new agency to allow local organizations like Fort Air Partnership to continue managing local air monitoring and reporting as per provincial guidelines?" A large majority (85%) felt it was very or somewhat important for the new agency to allow FAP to continue its work.



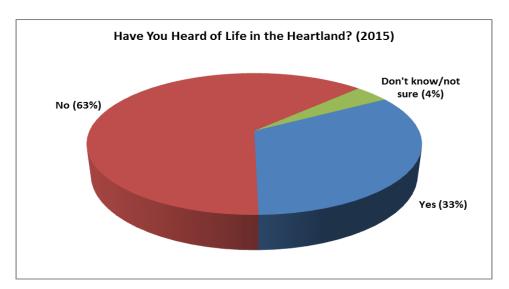
All respondents were asked if they would like to receive periodic information about air quality in their area from FAP. About one-third (127 people) said yes and provided their contact information.

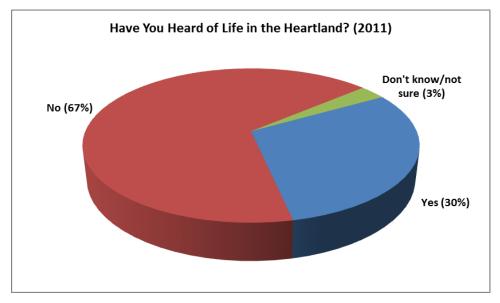




Life in the Heartland

The questionnaire then asked respondents a series of questions about Life in the Heartland. This portion of the survey began by asking all respondents if they had ever heard of an organization called Life in the Heartland. One-third of respondents (33%) said they had heard of LITH. This is a 3% increase over the number who had heard of the organization in 2011.

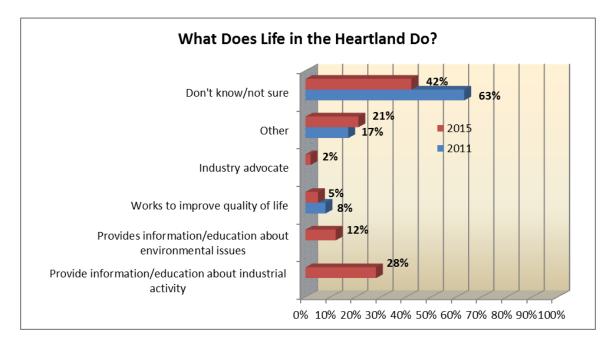






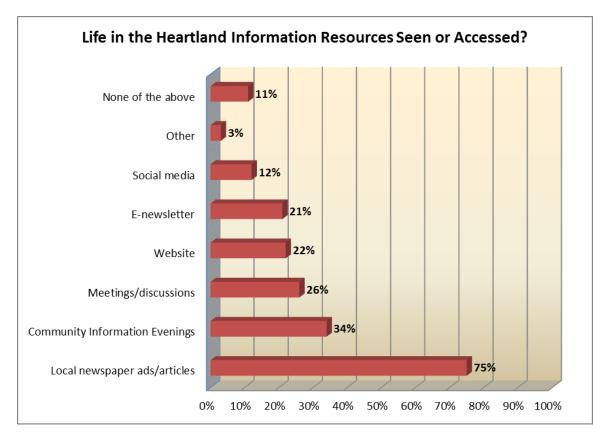
Those who were aware of LITH (132 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options. A large minority (40%) believe the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. Many of the responses in the 'Other' category suggested LITH monitors or reports on environmental and/or industrial matters in the region.

In total, a majority of people (58%) offered an opinion as to what LITH does, an increase of 21% when compared to 2011. The following chart provides category comparisons to 2011 where comparisons are possible.

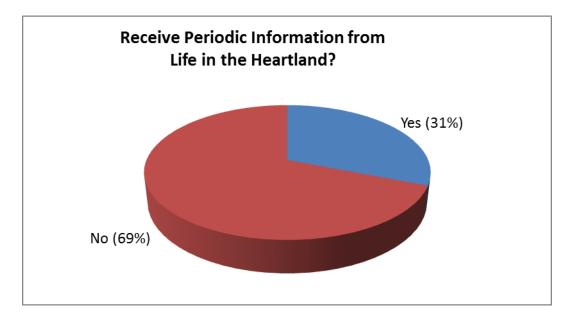


Those who provided an opinion on what LITH does (76 respondents) were asked which LITH information resources they have seen or accessed in the past. A list was read to them and multiple responses were permitted. Local newspaper advertisements or articles were the most widely seen (75%) followed by Community Information Evenings (34%), meetings/discussions with LITH representatives (26%), LITH's website (22%), and the e-newsletter (21%).





All respondents were asked if they would like to receive periodic information about air quality in their area from Life in the Heartland. About one-third (122 people) said yes and provided their contact information.





Appendix A

LITH/Fort Air Partnership Telephone Survey Questionnaire

Sample Size & Quotas

- 400 in FAP's airshed (includes Industrial Heartland Region)
- Include the northern portion of T5Y
- Gender 50/50 split
- 18+ only
- Maximum of 50% from City of Fort Saskatchewan

Questions

A. ENTER GENDER:

- 1. Male
- 2. Female

Good afternoon/evening. My name is ______. I'm with Trend Research, an Edmonton public opinion research firm. We're doing a research study regarding industrial development, air quality and related issues. *There are no sales or promotions of any kind associated with our research, and your responses will be treated as strictly confidential*. Do you have 10-12 minutes to answer a few questions for me?

<u>General</u>

- 1. What do you think are the most important issues facing the area in which you live? *Probe.*
- 2. Thinking specifically about industrial development and activity in your area, what would you say are the most important issues affecting your area? *Probe.*
- 3. Thinking specifically about environmental issues in your area, what would you say are the most important issues affecting your area? *Probe.*
- 4. How closely would you say you follow industrial development and activity affecting your local area? Would you say you follow it: READ LIST. ONE RESPONSE ONLY.
 - A. Very closely
 - B. Somewhat closely
 - C. Not very closely
 - D. Not at all closely

DO NOT READ

E. Don't know/not sure



Marcomm Works

- 5. How closely would you say you follow environmental issues affecting your local area? Would you say you follow it: READ LIST. ONE RESPONSE ONLY.
 - A. Very closely
 - B. Somewhat closely
 - C. Not very closely
 - D. Not at all closely
 - DO NOT READ
 - E. Don't know/not sure
- 6. On a scale of 1 to 5, with 1 being poor and 5 being excellent, please tell me how well you think the following issues are being managed in your area:
 - A. Industrial development
 - B. Safety and emergency response
 - C. Transportation
 - D. Noise from industrial operations
 - E. Light from industrial operations
 - F. Land use planning
 - G. Air quality
 - H. Water quality and quantity
- 7. On a scale of 1 to 5, with 1 being not interested at all and 5 being very interested, please tell me your level of interest in knowing more about the following topics:
 - A. Industrial development
 - B. Safety and emergency response
 - C. Transportation
 - D. Noise from industrial operations
 - E. Light from industrial operations
 - F. Land use planning
 - G. Air quality
 - H. Water quality and quantity
- 8. Thinking about the air quality where you live, how would you rate it? Would you say the air quality in your area is usually: READ LIST. ONE RESPONSE ONLY.
 - A. Excellent
 - B. Good
 - C. About average
 - D. Poor
 - E. Very Poor
 - DO NOT READ
 - F. Don't know/unsure/refused



INFORMATION SOURCES AND PREFERENCES

- 9. Thinking of the past year, do you recall seeing, hearing or reading any information about environmental issues or industrial development and activity in your area?
 - A. Yes
 - B. No GO TO Q. 12
 - C. Don't know/not sure GO TO Q. 12
- 10. Where did you see, hear or read information about environmental issues or industrial development and activity in your area in the past year? DO NOT READ. MULTIPLE RESPONSES ALLOWED.
 - A. Open houses or community events
 - B. Local newspapers
 - C. Edmonton newspapers
 - D. Local radio
 - E. Edmonton radio or television
 - F. Electronic newsletters/websites
 - G. Regional Information Update Line
 - H. Social media
 - I. Word of mouth from family, friends or co-workers
 - J. Other (DO NOT SPECIFY)
 - K. Don't recall
- 11. I'm going to read a list of some ways that you might stay informed about environmental issues or industrial development and activity in your area. Thinking about how you personally like to get information, please tell me how important or unimportant the following types of communication are to you, using a 5-point scale where 1 means not important at all and 5 means very important.
 - A. Open houses or community events
 - B. Local newspapers
 - C. Edmonton newspapers
 - D. Local radio
 - E. Edmonton radio or television
 - F. Electronic newsletters/websites
 - G. Regional Information Update Line
 - H. Social media
 - I. Word of mouth from family, friends or co-workers



- 12. In an emergency situation that has impact on public safety, where would you normally go to get information about the situation and/or what to do? DO NOT READ. MULTIPLE RESPONSES ALLOWED.
 - A. Local Municipality
 - B. Local Media
 - C. Local Industry
 - D. Alert Systems like municipal alert systems, Alberta Emergency Alert and Alert Ready
 - E. Regional Information Update Line
 - F. Social Media (Twitter/Facebook)
 - G. Other (SPECIFY)
- 13. Are you personally aware of a safety action called Shelter in Place?
 - A. Yes
 - B. No
 - C. Don't know/not sure

Fort Air Partnership

- 14. Now I'd like to ask you some questions about a specific organization. Have you ever heard of an organization called Fort Air Partnership?
 - A. Yes
 - B. No GO TO Q. 18
 - C. Don't know/not sure GO TO Q. 18
- 15. As far as you know, what does Fort Air Partnership do? DO NOT READ. MULTIPLE RESPONSES PERMITTED.
 - A. Monitors and reports on air quality in and around the Industrial Heartland region
 - B. Advocates for more strident air quality control
 - C. Sets air quality standards
 - D. Makes air quality information available to the public
 - E. Issues health advisories/air quality warnings
 - F. Don't know/not sure GO TO Q. 18



- 16. I am going to read you a list of information resources that Fort Air Partnership produces. Please tell me which of these you have seen or accessed in the past? READ LIST. MULTIPLE RESPONSES PERMITTED.
 - A. Website
 - B. Electronic newsletter
 - C. Local newspaper advertisements or articles
 - D. Report to the Community or other print materials
 - E. Community events, face-to-face meetings or discussions with Fort Air Partnership representatives
 - F. Other (SPECIFY)
 - G. None of the above
- 17. I am going to read you some statements regarding your level of satisfaction with Fort Air Partnership. On a scale of 1 to 5, with 1 being not satisfied at all and 5 being very satisfied, please tell me how satisfied you are with Fort Air Partnership's work in the following areas:
 - A. Monitoring and collecting data on local air quality
 - B. Providing public information and raising awareness of local air quality
 - C. Notifying the public when local air quality standards are exceeded
 - D. Being an open and transparent organization
 - E. Making air quality information easy to access and understand
 - F. Fort Air Partnership's overall monitoring and reporting efforts
- 18. Fort Air Partnership is an independent, non-profit group composed of industry, community and government representatives. It is responsible for accurately and impartially monitoring, recording and reporting on air quality in the region to the public. How important would you say such an organization is? Would you say it is: READ LIST. ONE RESPONSE ONLY.
 - A. Very important
 - B. Somewhat important
 - C. Somewhat unimportant
 - D. Not important at all
 - DO NOT READ
 - E. Don't know/not sure
- 19. The Government of Alberta has set up a new agency to monitor, evaluate and report on environmental impacts to air, water, land and biodiversity in the province. How important would you say it is for this new agency to allow local organizations like Fort Air Partnership to continue managing local air monitoring and reporting as per provincial guidelines? READ LIST. ONE RESPONSE ONLY.
 - A. Very important
 - B. Somewhat important
 - C. Somewhat unimportant
 - D. Not important at all

DO NOT READ

E. Don't know/not sure



Life in the Heartland

- 20. Have you ever heard of Life in the Heartland?
 - A. Yes
 - B. No GO TO Q. 23
 - C. Don't know/not sure GO TO Q. 23
- 21. As far as you know, what does Life in the Heartland do? DO NOT READ. MULTIPLE RESPONSES PERMITTED.
 - A. Provides information/education about industrial activity in Alberta's Industrial Heartland
 - B. Provides information/education about environmental issues in Alberta's Industrial Heartland
 - C. Advocates on behalf of industry
 - D. Works to improve the quality of life in the area.
 - E. Other (SPECIFY)
 - F. Don't know/not sure GO TO Q. 23
- 22. I am going to read you a list of information resources that Life in the Heartland produces. Please tell me which of these you accessed or received in the past? READ LIST. MULTIPLE RESPONSES PERMITTED.
 - A. Website
 - B. E-newsletter
 - C. Local newspaper advertisements or articles
 - D. Social media (Facebook or Twitter)
 - E. Community Information Evenings hosted by Life in the Heartland
 - F. Face-to-face meetings or discussions with Life in the Heartland representatives
 - G. Other (specify)
 - H. None of the above
- 23. Life in the Heartland is an initiative to provide information and improve communications with residents about industrial operations and development in Alberta's Industrial Heartland. Would you like to receive periodic information from Life in the Heartland?
 - A. Yes
 - B. No GO TO QUESTION 25
 - C. Not sure
- 24. May I get your name and an e-mail address so that Life in the Heartland can send you updates?

| Name: | |
|---------|--|
| E-mail: | |



- 25. Would you like to receive periodic information about air quality in your area from Fort Air Partnership?
 - A. Yes
 - B. No GO TO QUESTION 27
 - C. Not sure
- 26. May I get your name and an e-mail address so that Fort Air Partnership can provide you with updates?

| Name: | | | | |
|---------|--|--|--|--|
| E-mail: | | | | |

Thank you. The last few questions will help us to classify the information you've given us.

DEMOGRAPHICS:

27. I'm going to read some age categories to you. Please tell me which one includes you.

- A. 18 to 24
- B. 25 to 34
- C. 35 to 44
- D. 45 to 54
- E. 55 to 64
- F. 65 and older
- DO NOT READ
- G. Don't know/refused

28. What is the highest level of education you have received? READ LIST. ONE RESPONSE ONLY.

- A. High school
- B. Some post-secondary
- C. Post-secondary degree, diploma or certificate
- D. Master's or doctorate degree
- DO NOT READ
- E. Don't know/refused

29. Where do you live? READ LIST. ONE RESPONSE ONLY.

- A. Fort Saskatchewan
- B. Gibbons, Bon Accord or Redwater
- C. Lamont or Bruderheim
- D. Lamont County
- E. Strathcona County
- F. Sturgeon County
- G. Other community (DO NOT SPECIFY)



30. How long have you lived in your current community?

- A. 0-2 years
- B. 3-5 years
- C. 6-10 years
- D. 10+ years

That's all I have to ask you! Thank you very much for participating.

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