PUBLIC PERCEPTION SURVEY
REPORT

DECEMBER 2024

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Executive Summary

The telephone survey involved interviews with 400 residents living within Heartland Air Monitoring Program's (HAMP) Airshed, which includes Alberta's Industrial Heartland, and the northern portion of postal code T5Y located northeast of Edmonton.HAMP's Airshed and the T5Y postal code area encompass Life in the Heartland's and the Northeast Region Community Awareness and Emergency Response (NRCAER's) key target audiences. Comparisons are provided for questions that were asked in 2022 and 2019.

Importance Of Issues

Top Regional Issues

Roads (10%) **Air Quality (8%)** **Inflation (7%)**

The top regional issue in 2024, mentioned for the first time, was roads (10%). Similar to previous years, air quality (8%) and inflation (7%) made the top three mentions as the most important issuesfacing the area. These issues were followed closely by taxation (6%), crime/safety (6%), healthcare (6%) and traffic issues (6%).

2022 VS 2024
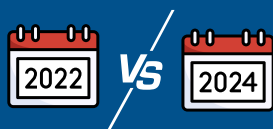
Other than with roads, concerns with the top three matters trended downwards from 2022. While inflation concerns saw a 3% drop from 2022, issues with air quality, which had held relatively steady in previous years, saw a 6% decline from 2022.

Top Industrial Development & Activity Issues

Traffic (9%) **Air Quality (7%)**

In 2024, traffic issues (9%) and air quality (7%) were the top two mentions as the most important industrial development and activity issues in the area. Following these were pollution (5%), land use (4%) and environmental concerns (4%). Pollution was not mentioned by more than 4% of respondents in previous surveys.
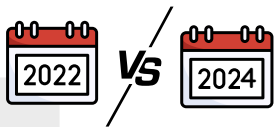
Compared to 2022, air quality and land use concerns fell significantly by 14% and 5%, respectively. Environmental concerns, lack of development, safety concerns, and employment concerns trended downward.
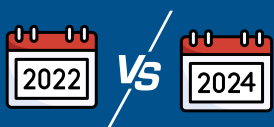
Top Environmental Issues

Air Quality (20%)

Climate Concerns / Pollution (9%)

Water Quality (7%)

Regarding important environmental issues in the area, air quality was again the top issue (20%), followed by climate concerns/pollution (9%). Water quality was third among total mentions (7%), a notable decrease from previous surveys.

Air quality and land use also declined as important issues when compared to 2022.

Overall, respondents follow environmental issues more closely (71% very or somewhat closely). Attention to industrial development and activity is also significant, with more than six in ten (62%) of all respondents following those issues very or somewhat closely. Those who follow industrial development and activity very or somewhat closely dropped 7% from 2022, while the number for those who currently follow environmental issues very or somewhat closely is down 10% compared to the previous survey.

Management Of Issues

Perceptions of Safety and Environmental Management

Safety/Emergency Response	Water Quality/ Quantity Management	Industrial Noise	Air Quality	Industrial Light
57%	53%	49%	47%	44%

Respondents felt safety/emergency response was managed the best, with 57% considering it excellent or good. This was followed by water quality/quantity management (53%), industrial noise (49%), air quality (47%) and industrial light (44%).

While the top five were the same as in 2022 and 2019, they again declined significantly regarding how well they were managed in the opinion of respondents. Industrial light response dropped the most dramatically, falling 10% when compared to 2022. The other four dropped between four and eight percentage points compared to 2022.

Transportation was considered the most poorly managed issue, with only 27% saying it was managed excellently or good. Greenhouse gas emissions was the next lowest (29% excellent or good), followed by land use planning (30% excellent or good) and management of employment opportunities (37% excellent or good). The transportation management rating was 7% lower than in 2022, while the greenhouse gas emissions rating, first asked in 2022, saw a 3% decline. Land use planning also dropped by 3% from 2022.

Nearly four in ten respondents rated community investment as managed well (38% excellent or good), breaking the upward trend from previous surveys. A similar number of respondents also rated industrial development as managed well (38% excellent or good), a downward trend from previous surveys. The management rating of employment opportunities fell significantly, with 37% of respondents saying it was managed excellently or good. This is down 14% from 2022.

Interest In Issues

INTEREST
5 out of 11

The majority of respondents said they were very or somewhat interested in just five of the eleven issues. In 2022, most respondents said they were very or somewhat interested in all issues except industrial noise and light

Top Environmental and Safety Concerns
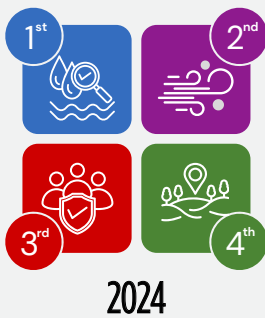
2024 — 1st, 2nd, 3rd, 4th
2022 — 1st, 2nd, 3rd, 4th

The issues of most interest to respondents were water quality/quantity (67%), followed by air quality (65%), safety/emergency response (63%) and land use planning (59%). The top four rankings were the same as in 2022, although air quality ranked higher than water quantity/quality in that survey.

Interest in most issues fell when compared to 2022, with interest in industrial development and land use planning dropping the most by 10%. Transportation and water quality/quantity saw the least significant reduction in interest at 3%. Industrial noise (32%) and industrial light (28%) saw the lowest interest levels in 2024, similar to 2019.

The percentage of respondents who were very interested in air quality issues (34%) remained the same as in 2022. Nearly half of the respondents (48%) said they were very or somewhat interested in greenhouse gas emissions. This question was first asked in the 2022 survey.

Perception of Air Quality

In 2024, the majority of respondents (56%) rated it as excellent or good. This was 10% lower than in 2022 and 5% lower than in 2019. Overall, there remained a positive outlook in the 2024 result, with 91% of respondents rating air quality as average or better, compared to 94% in 2022 and 91% in 2019.

Information Recall and Preferences

2024 53%   **2022** 63%
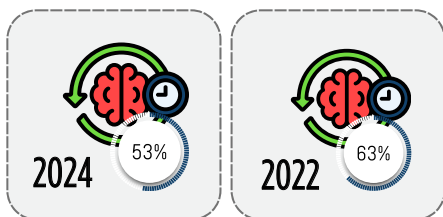
A majority of respondents (53%) said they recalled seeing, hearing or reading information in the past year about environmental issues or industrial development and activity in the area. This is down when compared to previous surveys, 10% less than in 2022.

Key Sources of Environmental and Industrial Information

Source	Percentage
Local Newspapers	61%
Edmonton Radio/TV	23%
Social Media	21%
E-newsletters/Websites	14%
Edmonton Newspapers	9%
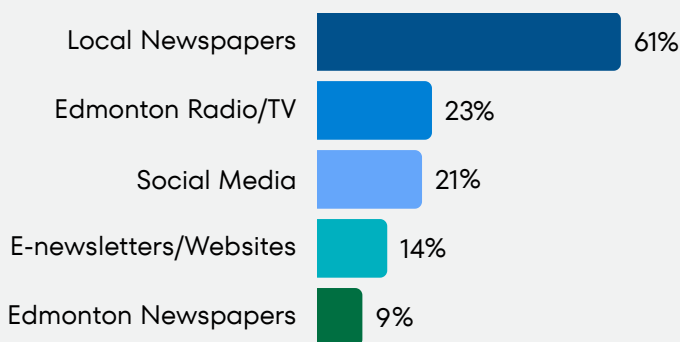
Most respondents see, hear or read information about environmental issues or industrial development and activity in the area from local newspapers (61%), followed by Edmonton radio/TV (23%), social media (21%), e-newsletters/websites (14%) and Edmonton newspapers (9%).

While the number of people getting information from their local newspapers fell by 9% from 2022, more people are receiving information from social media (up 9% compared to 2022). More people are also getting information from open houses/community events (up 3% from 2022) – this had remained unchanged between 2019 and 2022.

Respondents said local newspapers (69%) and Edmonton radio/TV (60%) were the most important information sources for them. This matched the two most frequently mentioned sources where people were seeing, hearing and reading information about environmental or industrial development and activity in their area.

E-newsletters/websites ranked third as an important source of information (48%), even though less than two in ten respondents said they got their information from that source now. Similarly, respondents ranked local radio as the fourth most important source of information to them (47%), but, like in 2022, only 8% said they got their information about environmental or industrial development and activity in their area from that source now.

Social media and local radio each saw a 3% increase in importance when compared to 2022. They had both previously declined 6% in importance when compared to 2019. The Regional Info Update Line fell 3% in importance when compared to 2022 but was still considered slightly more important (1%) as an information source compared to 2019 results.

Compared to 2022, 7% fewer respondents consider Edmonton newspapers as important. Online meetings/webinars were considered an important information source to 20% of respondents, with 5% saying they currently received information from this source. All other information sources stayed at relatively the same levels of importance when compared to previous surveys.

Emergency Situations

Preferred Sources for Emergency Information

Alert Systems/Apps 20%

Local Media 31%

Social Media 20%

Local Municipality 28%
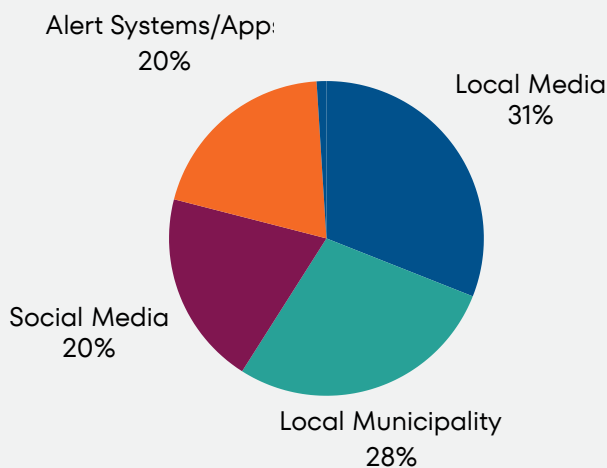
Nearly a third of respondents (31%) considered local media as their top source for information about an emergency situation that impacted public safety. This was followed by a local municipality (28%) and social media (20%). Alert systems/apps also came in at 20%.

Compared to 2019, local municipalities saw a 3% increase in their role as a primary source of emergency information. Compared to 2022, social media increased in popularity by 2%, while alert systems/apps saw a decline of 6%. In 2024, only 3% of respondents indicated they would typically turn to online sources for public safety emergency information, continuing a downward trend observed since 2017. Additionally, both firehall and local police services were cited as information sources by 1% of respondents each.

Just over half of respondents (52%) identified wireless alerts as the most effective method of notification, followed by local radio (37%), first responder roadblocks (33%), and warning/emergency ahead signage (30%). Wireless alerts were perceived as significantly less effective in 2024 compared to 2022, showing an 18% decrease. In contrast, local radio saw an 11% increase in effectiveness, while warning/emergency ahead signs experienced a 9% rise in effectiveness compared to the previous survey.

Awareness of Shelter In Place Action Plan
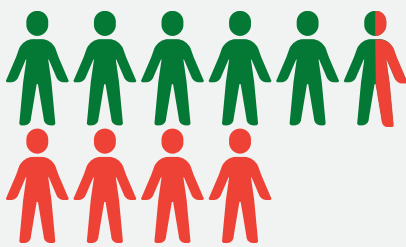
Nearly six in ten respondents (56%) were aware of the Shelter in Place action plan, representing a 7% decrease from 2022, but a 12% increase in awareness compared to 2019.

The vast majority of respondents (85%) indicated that they were either very or somewhat prepared to manage their household's immediate needs for 72 hours in the event of an emergency. This represents a 5% decline from 2022 and a 1% decrease from 2019.

Nearly six in ten respondents (58%) reported being very or somewhat prepared to evacuate with an emergency kit of essentials ready to go. This is a 3% improvement compared to 2022 and an 8% improvement from 2019.

Of the 152 respondents who said their household was not prepared for an emergency, about one-third (33%) said they never think about it or did not think it will happen. 13% attributed it to laziness or procrastination, while 4% mentioned health or age as the reason.

Heartland Air Monitoring Partnership (HAMP)
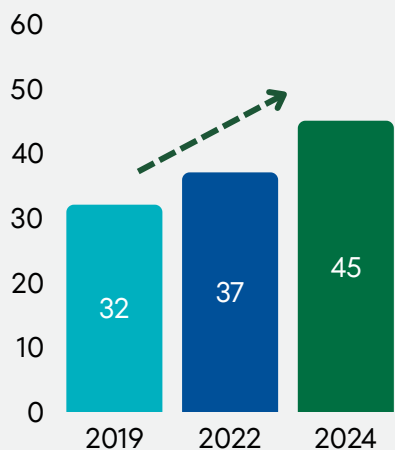
Have you heard of HAMP?

More than four in ten respondents (45%) said they had heard of HAMP. This is an 8% improvement from 2022 and 13% since 2019.

Among those aware of HAMP, a significant majority (82%) recognized the organization for monitoring and reporting on air quality in and around Alberta's Industrial Heartland. This level of recognition has increased by 2% since 2022.

Compared to 2022, the percentage of people who noted that HAMP provides air quality information to the public nearly doubled, rising from 18% to 34%. Similarly, awareness of HAMP's role in air quality education/awareness increased from 10% to 22%. The number of respondents who said HAMP issues advisories/warnings rose by 15%, while those who stated HAMP advocates for air quality control increased from 2% in 2022 to 13% in 2024.

Key Sources of Information About HAMP

Source	Percentage
Local Newspapers	65%
Print Materials	35%
Website	33%
Social Media	25%
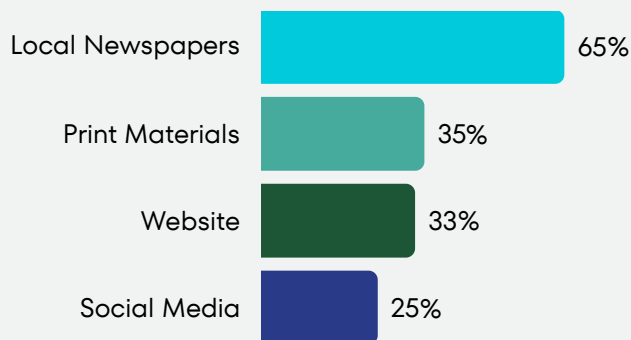
Those who provided an opinion on what HAMP does said they had seen or accessed information about the organization mainly from local newspaper advertisements or articles (65%) followed by HAMP print materials (35%), HAMP's website (33%) and HAMP's social media (25%).
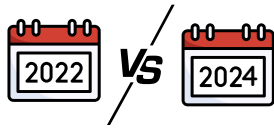
Compared to 2022, the website saw a 7% increase as a resource accessed by respondents, while print products declined by 3%. Local newspaper ads/articles continued to decrease as a source of information. Additionally, 4% of respondents reported accessing information from online meetings/webinars, relatively unchanged from 2022, when it was at 5%.

Among respondents who mentioned the HAMP website as an information source, just over three-quarters of respondents (76%) found the website easy to understand, reflecting an upward trend since 2019, when this figure was 64%. A majority also felt the website was easy to navigate (61%) and contained all the information they needed (59%), with increases of 10% and 16%, respectively, compared to 2022. Additionally, the percentage of respondents who indicated they were likely to regularly visit the website to check air quality conditions (20%) reversed its previous downward trend. However, there was a noticeable decline in the percentage of respondents who said they found it easy to locate information on the website. While 60% agreed with this in 2022, only 54% did so in 2024.

The vast majority (87%) felt the organization was very or somewhat important. This is a decrease of 5% compared to 2022 and 7% when compared to 2019.

Among those who offered an opinion, about half of respondents were very or somewhat satisfied with HAMP's work in all key areas. Generally, the satisfaction levels in 2024 were lower compared to 2022. Respondents were most satisfied with HAMP's efforts to monitor and collect data on local air quality (56% were very or somewhat satisfied). They had the least satisfaction with HAMP's work in overall monitoring and reporting efforts (47% were very or somewhat satisfied).

A large majority of respondents (88%) felt it was very or somewhat important for Alberta Environment and Parks to allow HAMP to continue its work. This was a slightly lower level of support (down 3%) than recorded in previous surveys.

A quarter of all respondents (25%) said they would like to receive periodic information about air quality in their area from HAMP. This was an 11% decrease from 2019.

Those who agreed to receive information from HAMP or are already receiving information from the organization were also asked if they would be interested in becoming a public member of the HAMP Board. Only one person said yes this time and provided their contact information. Twenty-five people said yes in 2022.

Life in the Heartland (LITH)
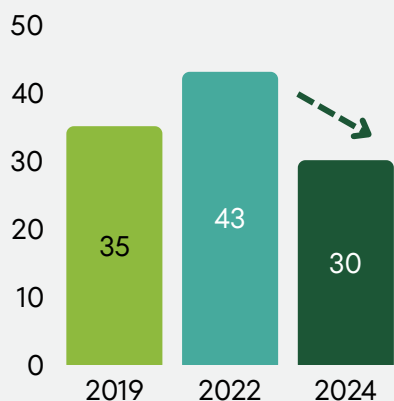
Have you heard of LITH?

2019	2022	2024
35	43	30

Nearly a third of respondents (30%) said they had heard of LITH. This represents a 13% decrease from 2022 and 5% from 2019.

71% Among those who were aware of LITH, a large majority (71%) said the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. This was a 21% increase compared to 2022. The number of people aware that LITH provides industry information and/or education continues to trend positively upward compared to previous surveys.

Key Sources of Information About LITH

Source	Percentage
Local Newspapers	70%
Social Media	38%
Local Radio	36%
Information Evenings	34%
Public Meetings	32%
Website	30%
E-newsletter	29%
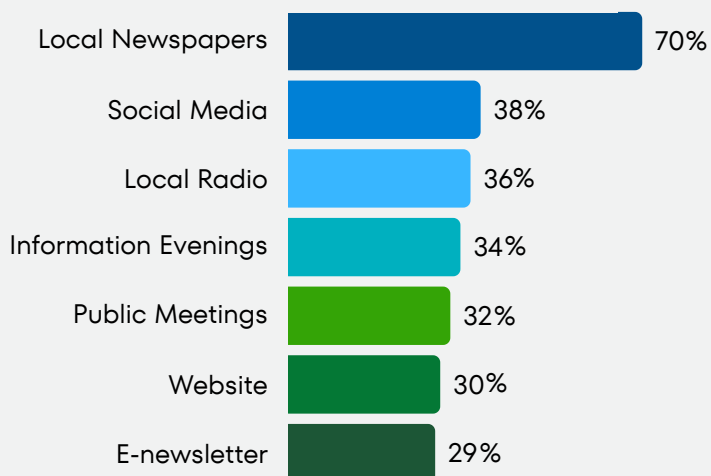
Out of a list of communication channels considered most effective for engaging with residents, 70% of the respondents cited local newspaper articles, followed by social media (38%), local radio (36%), LITH's community information evenings (34%), and public meetings (32%). 30% said they considered the website to be an effective communication channel, while 29% said the same of the e-newsletter.

Air and water quality was cited by a majority of respondents (56%) as a critical area for effective public engagement, followed by health impacts (52%), impacts on environment/sustainability (49%), industry emergency response/safety plans (45%) and economic benefits (44%). Also mentioned were updates on new and existing industry projects/developments (43%), industry's community investment (40%), greenhouse gas emissions (35%), and industrial traffic, noise and light at 35%.

Would Like to Receive Periodic Information?

More than nine in ten respondents (91%) said they would like to receive periodic information from Life in the Heartland. This was a significant (52%) increase from 2022.

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REGION
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Heartland
Air Monitoring
Partnership
We Monitor the Air You Breathe

Life IN THE
HEARTLAND

Introduction

Heartland Air Monitoring Program (HAMP) 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 mix 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.

Northeast Region CAER (NRCAER) is a mutual aid emergency response association that was formed in 1991. Its members include emergency management professionals, pipeline companies, chemical transporters and area municipalities. Together, the group trains, plans and shares best practices for emergency response in its 700 square kilometre region.

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

This report provides a summary of the research, including methodology and key findings. Comparisons are provided for questions that were asked in surveys conducted in 2022 and 2019. 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 concur with those of HAMP, LITH and/or NRCAER.

Methodology

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

The questionnaire was designed by Marcomm Works and approved in advance by HAMP, LITH and NRCAER. All interviewing was conducted October 7 – October 21, 2024 by Marcomm's partner firm, Trend Research from its Central Location Telephone Facility in Edmonton. Landline and cell telephone numbers were selected at random from current 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 by the next birthday. Quotas were established to ensure a split of male and female respondents, an approximate representation of ages found in the catchment area, and no more than half of all respondents from Fort Saskatchewan.
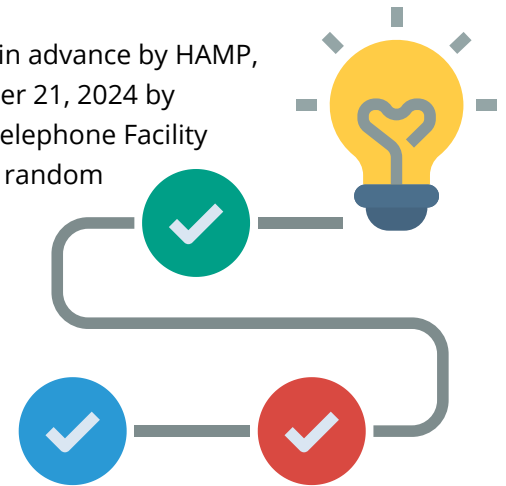
All interviewing was conducted using "DASH" software, which allows questionnaires to be programmed for Computer Assisted Telephone Interviewing (CATI). With CATI, data collection and data entry are simultaneous, given that data is entered into a computer file while the interview is in progress. DASH 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 were then 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 sub- sample 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.).

Methodology

1. Survey Overview

Participants: 400 adult residents of HAMP airshed, including Alberta's Industrial Heartland and postal code T5Y (northeast of Edmonton).
Method: Telephone survey (landline and mobile).
Duration: October 7–21, 2024.

2. Participant Selection

Objective: Ensure random and representative participation.
Method: Random selection using the "birthday method," targeting the adult in each household with the next upcoming birthday. Quotas ensured gender balance and age group representation.

3. Design and Approval

Designed by: Marcomm Works and Conducted by Trend Research from its Edmonton facility.
Technology: DASH software for real-time data collection and response entry via CATI.
Approval: Pre-approved by HAMP, LITH, and NRCAER.
Pre-test: Conducted to verify questionnaire clarity and flow.

4. Questionnaire Structure and Purpose

Structure: Organized to gather insights across themes relevant to the airshed.
Focus: Evaluate perceptions, gather feedback on community concerns, and identify areas for improvement.
Purpose: Support environmental planning and program effectiveness in the target areas.

5. Data Processing and Analysis

Post-Survey: Open-ended responses were checked, coded, and entered into the data file.
Results: Detailed tables generated, including total and demographic breakdowns.
Margin of Error: Calculated for the full sample of 400 and sub-sample sizes (view table on page 16).

Results

The following sections provide a summary of overall results from the survey, including graphs and tables as appropriate. A complete set of data 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", "no response" or "refused" categories; and/or multiple responses to certain questions where permitted.*

Respondent Profile (base = 400)			
	2024	2022	2019
Age			
18 – 34	**17%**	20%	19%
35 - 54	**17%**	38%	44%
55 and older	**66%**	42%	38%
Area of Residence			
Fort Saskatchewan	**25%**	29%	38%
StrathconaCounty	**40%**	42%	31%
Gibbons, Bon Accord, Redwater	**12%**	7%	9%
Sturgeon County	**8%**	7%	9%
Lamont, Lamont County orBruderheim	**11%**	4%	3%
Other*	**5%**	11%	10%

* Includes another village, hamlet or rural location in HAMP's airshed or in the T5Y postal code.

Respondent Profile (base = 400)			
	2024	2022	2019
Education			
High school or less	**15%**	16%	14%
Some post-secondary	**18%**	13%	19%
Degree, diploma orcertificate	**59%**	57%	57%
Master's or doctorate	**7%**	11%	8%
Refused	**1%**	3%	3%
Gender			
Male	**50%**	50%	50%
Female	**50%**	50%	50%
Years Lived in Community			
0-2 years	**3%**	2%	7%
3-5 years	**10%**	2%	8%
6-10 years	**13%**	7%	13%
10+ years	**75%**	89%	72%

Importance of Issues

The survey began by asking respondents a few top-of-mind questions. The first question asked respondents: *"What do you think are the most important issues facing the area in which you live?"* Multiple mentions were allowed. Issues mentioned by 5% or more of all respondents in 2024, 2022 or 2019 are noted on the following chart.

The top regional issue in 2024, mentioned for the first time, was roads (10%). Similar to previous years, air quality (8%) and inflation (7%) made the top three mentions. These issues were followed closely by taxation (6%), crime/safety (6%), healthcare (6%) and traffic issues (6%). Other than with roads, concerns with the top three matters trended downwards from 2022. While inflation concerns saw a 3% drop from 2022, issues with air quality, which had held relatively steady in previous years, saw a 6% decline from 2022. When compared with 2019, the number of respondents who raised issues with infrastructure fell significantly by 9%.

Important Issues Facing the Region – Industrial Activity and Development

Legend: ■ 2024 ■ 2022 ■ 2019

Issue	2024	2022	2019
Don't Know/Not Stated	29%	18%	29%
Roads	10%		
Air Quality	8%	14%	13%
Inflation	7%	10%	
Taxation	6%	5%	
Crime/Safety	6%	8%	6%
Healthcare	6%	7%	1%
Traffic Issues	6%	6%	8%
Economy	4%	6%	4%
Environmental Concerns	4%	6%	6%
Infrastructure	4%	16%	13%
Jobs	3%	4%	9%
Government	3%	6%	
Development/Land Use	3%	7%	6%
Refineries/Plants	2%	1%	5%
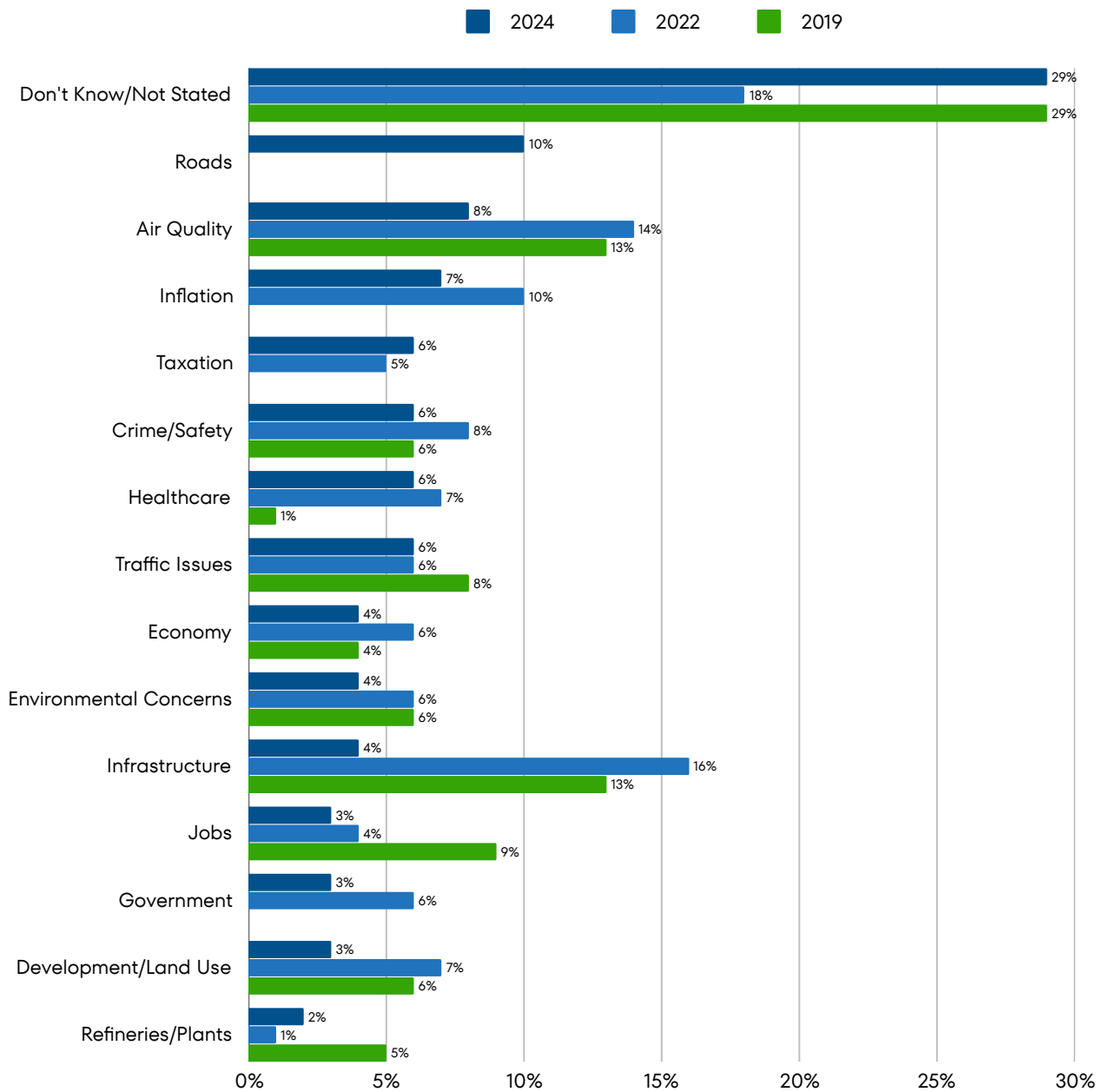
Respondents were then asked the same question but to think specifically about industrial development and activity in the area. The following chart notes the issues mentioned by 5% or more of all respondents in 2024, 2022 or 2019.

Like in 2022, traffic issues (9%) and air quality (7%) were the top two mentions in 2024. Following these were pollution (5%), land use (4%) and environmental concerns (4%). Pollution was not mentioned by more than 4% of respondents in previous surveys. Compared to 2022, air quality and land use concerns fell significantly by 14% and 5%, respectively. Environmental concerns, lack of development, safety concerns, and employment concerns trended downward.

Important Issues Facing the Region – Industrial Activity and Development

Legend: ■ 2024 ■ 2022 ■ 2019

Issue	2024	2022	2019
Don't Know/Not Stated	57%	39%	38%
Traffic Issues	9%	10%	9%
Air Quality	7%	14%	9%
Pollution	5%		
Land Use	4%	9%	
Environmental Concerns	4%	7%	5%
Lack of Development	4%	6%	
Safety Concerns	3%	6%	
Plants/Refineries	2%	2%	8%
Employment	1%	5%	5%

Lastly, respondents were asked the same question a third time, but to think about environmental issues in the area. Issues mentioned by 5% or more of all respondents in 2024, 2022 or 2019 are noted on the following chart.

Air quality was again the top issue at 20% of total mentions, followed by climate concerns/pollution (9%). Water quality was third among total mentions (7%), a notable decrease from previous surveys. Air quality and land use also declined as important issues when compared to 2022.

Important Issues Facing the Region - Environment

Legend: ■ 2024 ■ 2022 ■ 2019

Issue	2024	2022	2019
Don't Know/Not Stated	50%	36%	37%
Air Quality	20%	27%	28%
Climate Concerns/Pollution	9%	8%	7%
Water Quality	7%	13%	11%
Plants/Refineries	3%	2%	6%
Waste Management	3%	2%	5%
Land Use	3%	10%	1%

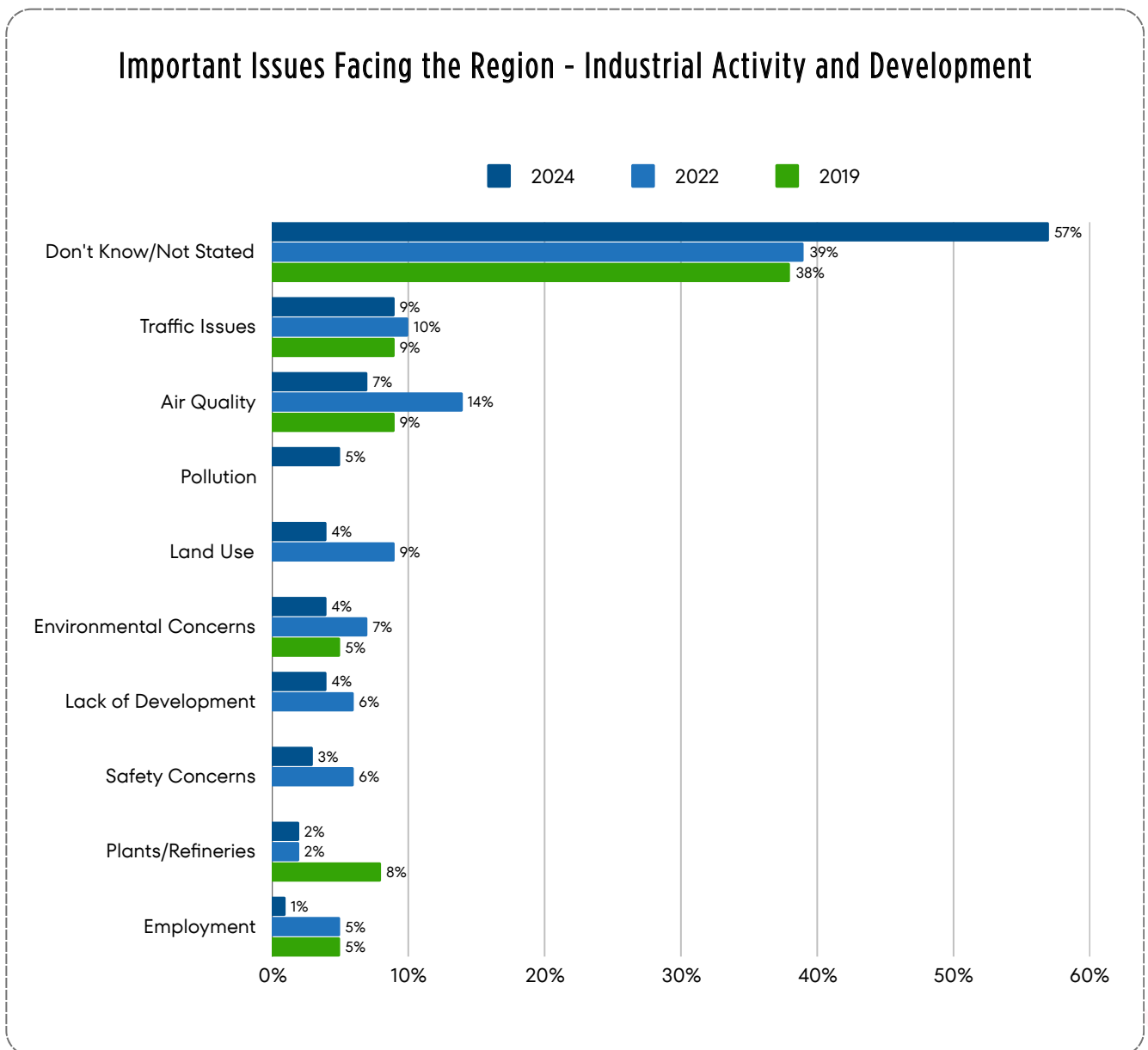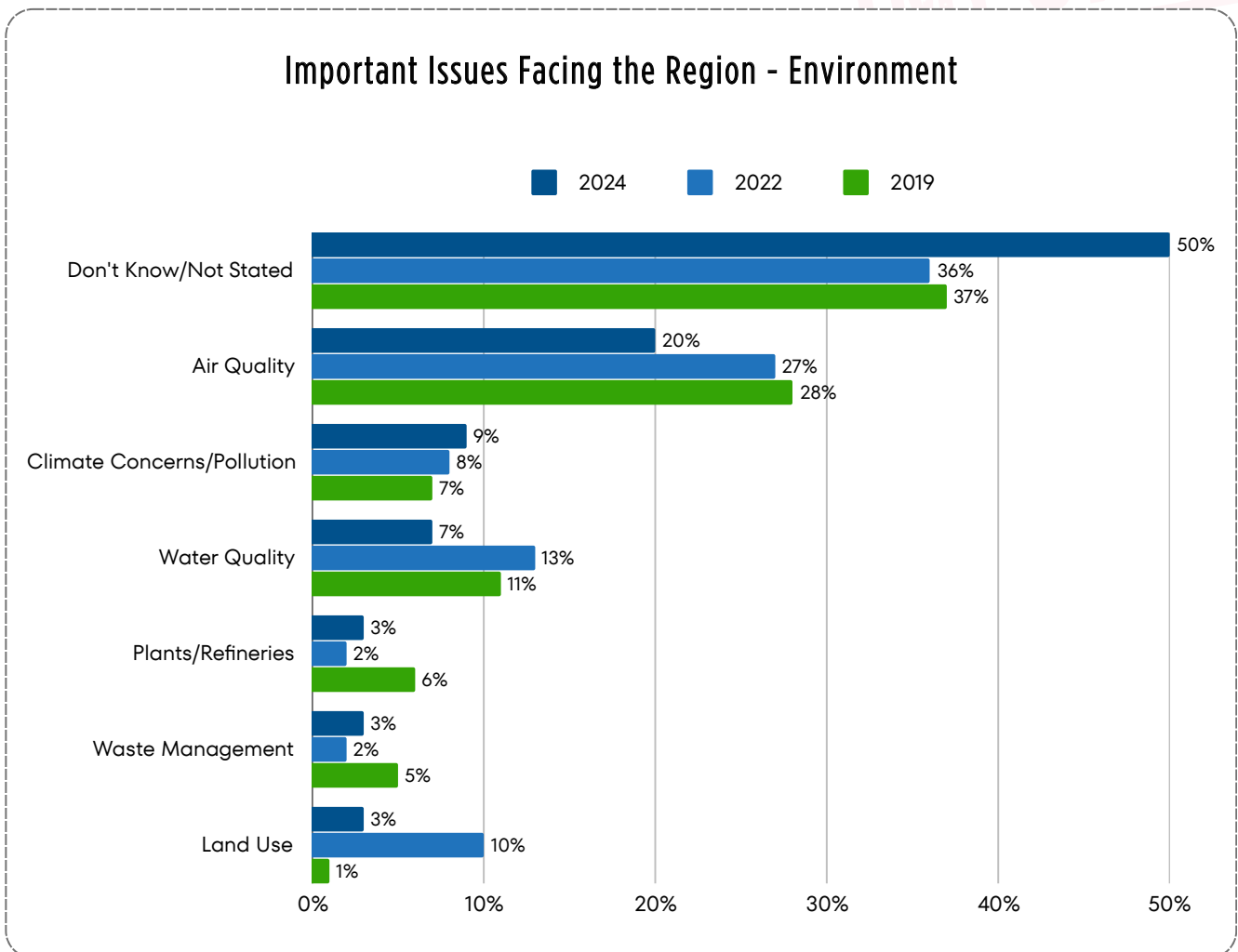In two separate questions, survey respondents were next asked how closely they follow industrial development and activity and then, environmental issues affecting their local area. Overall, respondents follow environmental issues more closely (71% very or somewhat closely). Attention to industrial development and activity is also significant, with more than six in ten (62%) of all respondents following those issues very or somewhat closely.

Those who follow industrial development and activity very or somewhat closely dropped 7% from 2022, while the number for those who currently follow environmental issues very or somewhat closely is down 10% compared to the previous survey.

Of note is that for industrial development and environmental issues, the number of respondents who said they followed very closely stayed the same at 19% and fell 1%, respectively, compared to 2022. Compared to 2019, these numbers fell by 5% and 4%, respectively.

How Closely Follow Industrial Issues Affecting Local Area

Legend: 2024 | 2022 | 2019

	2024	2022	2019
Very Closely	19%	19%	26%
Somewhat Closely	43%	50%	43%
Not Very Closely	23%	23%	20%
Not At All Closely	13%	8%	12%
Don't Know/Not Sure	2%	1%	
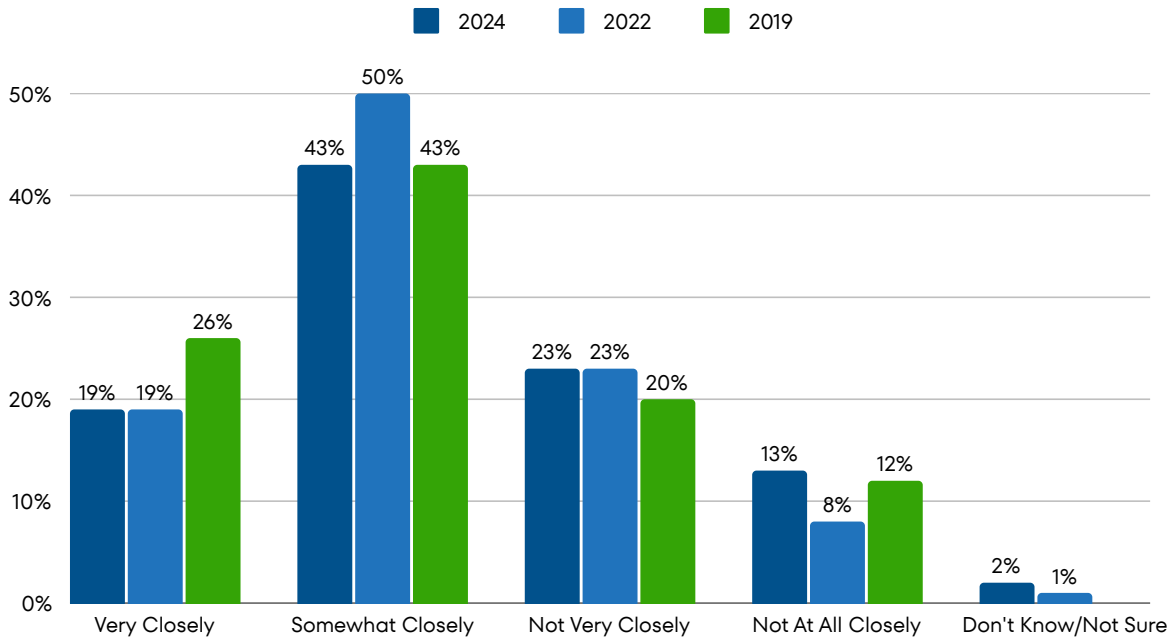
How Closely Follow Environmental Issues Affecting Local Area

Legend: 2024 | 2022 | 2019

	2024	2022	2019
Very closely	21%	22%	29%
Somewhat closely	50%	59%	46%
Not very closely	19%	14%	18%
Not at all closely	9%	6%	7%
Don't know/not sure	2%		1%
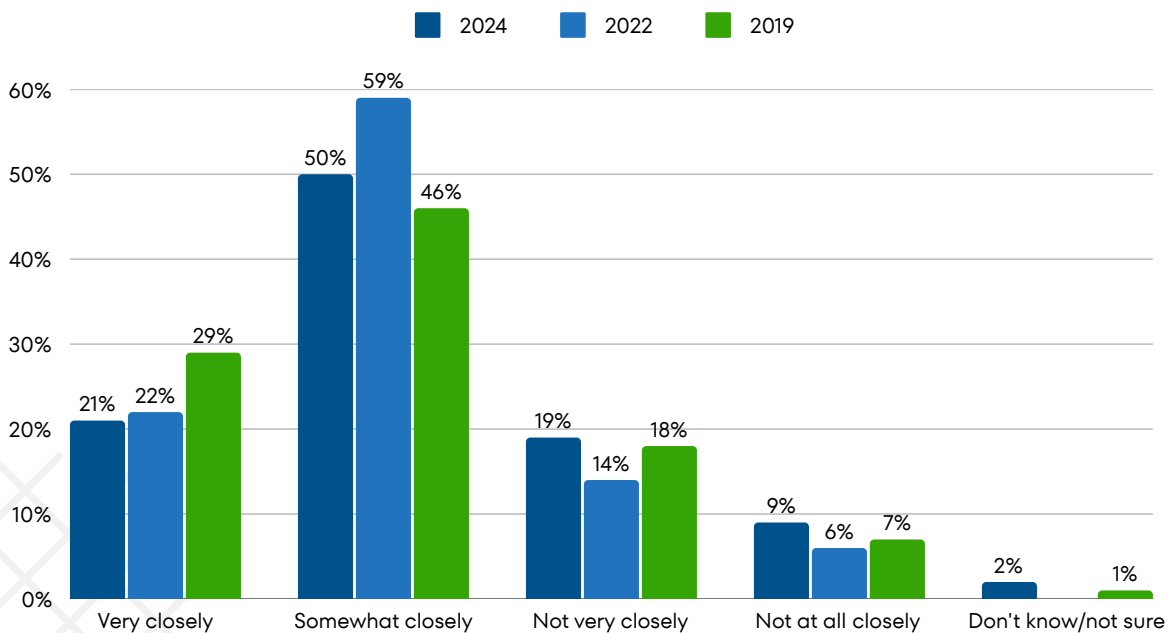
Management of Issues

The next questions dealt with how well certain issues were being managed in the area. Respondents were presented with a list of 11 issues and asked to rate them using a five-point scale.

Respondents felt safety/emergency response was managed the best, with 57% considering it excellent or good. This was followed by water quality/quantity management (53%),industrial noise (49%), air quality(47%) and industrial light (44%).

While the top five were the same as in 2022 and 2019, they again declined significantly regarding how well they were managed in the opinion of respondents. Industrial light response dropped the most dramatically, falling 10% when compared to 2022. The other four dropped between four and eight percentage points compared to 2022.

Transportation was considered the most poorly managed issue, with only 27% saying it was managed excellently or good. Greenhouse gas emissions was the next lowest (29% excellent or good), followed by land use planning (30% excellent or good) and management of employment opportunities (37% excellent or good). The transportation management rating was 7% lower than in 2022, while the greenhouse gas emissions rating, first asked in 2022, saw a 3% decline. Land use planning also dropped by 3% from 2022.

Nearly four in ten respondents rated community investment as managed well (38% excellent or good), breaking the upward trend from previous surveys. A similar number of respondents also rated industrial development as managed well (38% excellent or good), a downward trend from previous surveys. The management rating of employment opportunities fell significantly, with 37% of respondents saying it was managed excellently or good. This is down 14% from 2022.

While the top five were the same as in 2022 and 2019, they again declined significantly regarding how well they were managed in the opinion of respondents. Industrial light response dropped the most dramatically, falling 10% when compared to 2022. The other four dropped between four and eight percentage points compared to 2022.

Management of Issues: Industrial Development

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Excellent	15%	11%	11%
Good	23%	33%	34%
About Average	35%	37%	33%
Somewhat Poor	14%	11%	9%
Poor	4%	4%	4%
Don't Know/Not Sure	11%	5%	9%
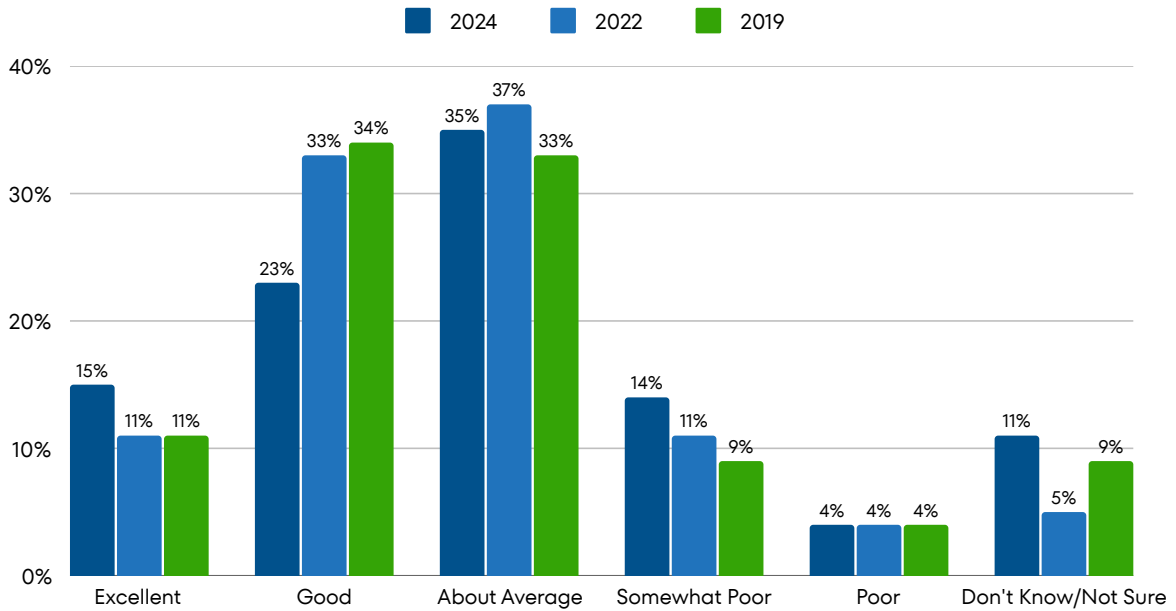
Management of Issues: Safety and Emergency Response

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Excellent	26%	25%	35%
Good	31%	37%	43%
About Average	23%	20%	13%
Somewhat Poor	10%	11%	4%
Poor	5%	5%	2%
Don't Know/Not Sure	6%	3%	4%
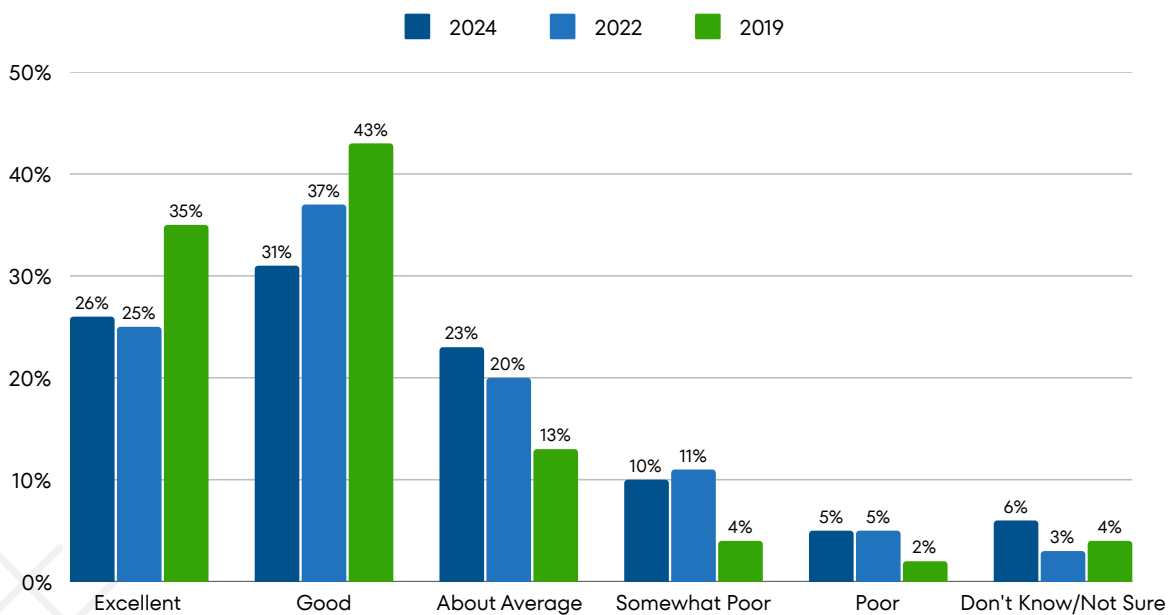
Management of Issues: Transportation
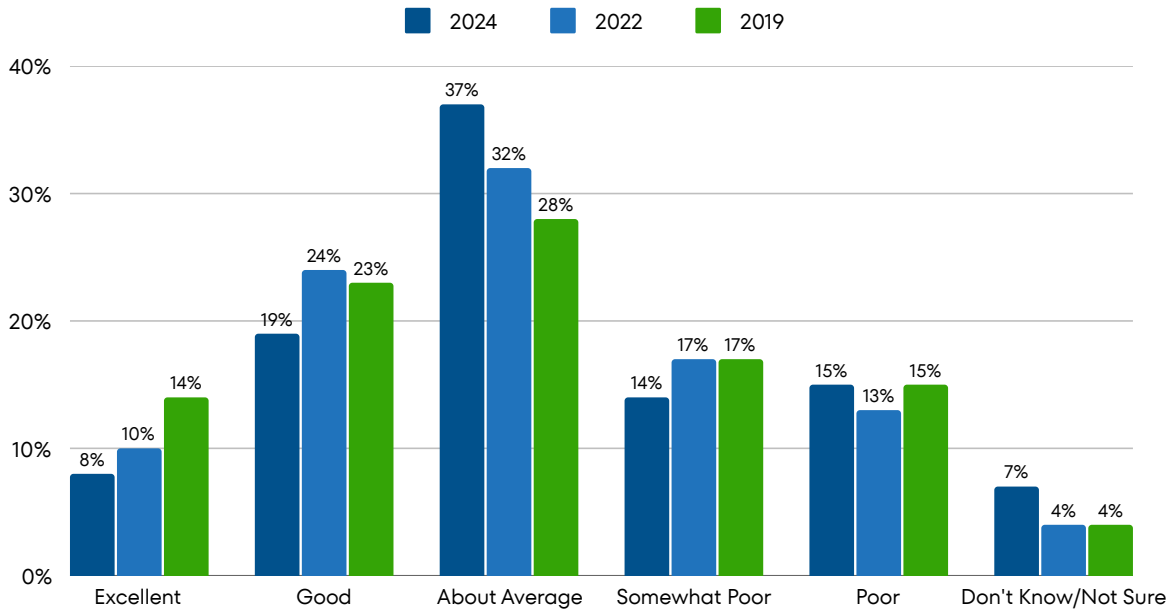
Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Excellent	8%	10%	14%
Good	19%	24%	23%
About Average	37%	32%	28%
Somewhat Poor	14%	17%	17%
Poor	15%	13%	15%
Don't Know/Not Sure	7%	4%	4%

Management of Issues: Industrial Noise

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Excellent	24%	28%	36%
Good	25%	29%	27%
About Average	22%	20%	15%
Somewhat Poor	10%	10%	5%
Poor	6%	6%	8%
Don't Know/Not Sure	14%	7%	9%

Management of Issues: Industrial Light

Legend: 2024, 2022, 2019

Rating	2024	2022	2019
Excellent	22%	27%	34%
Good	22%	27%	25%
About Average	23%	23%	13%
Somewhat Poor	10%	9%	9%
Poor	6%	6%	9%
Don't Know/Not Sure	18%	9%	11%
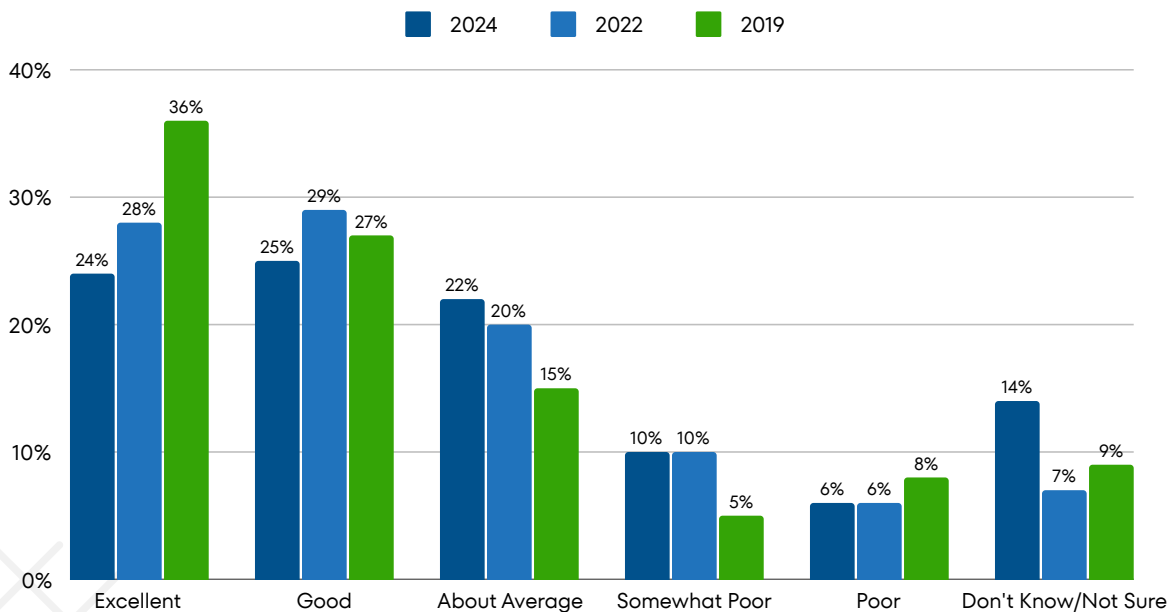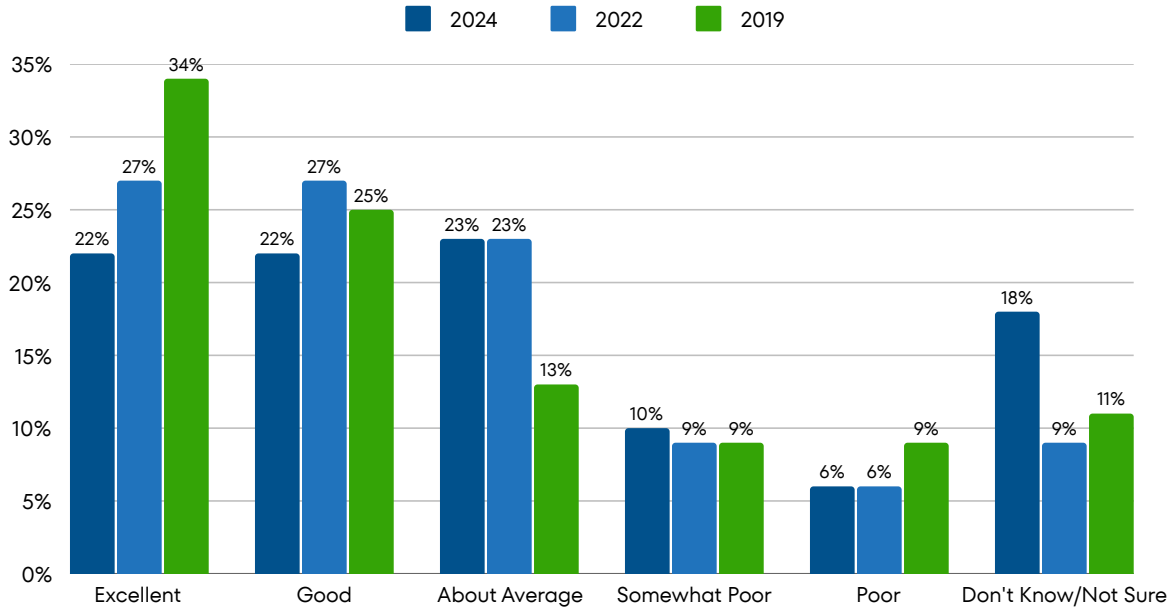
Management of Issues: Land Use Planning

Legend: 2024, 2022, 2019

Rating	2024	2022	2019
Excellent	9%	11%	9%
Good	21%	25%	23%
About Average	30%	31%	33%
Somewhat Poor	19%	18%	17%
Poor	10%	11%	9%
Don't Know/Not Sure	12%	6%	10%
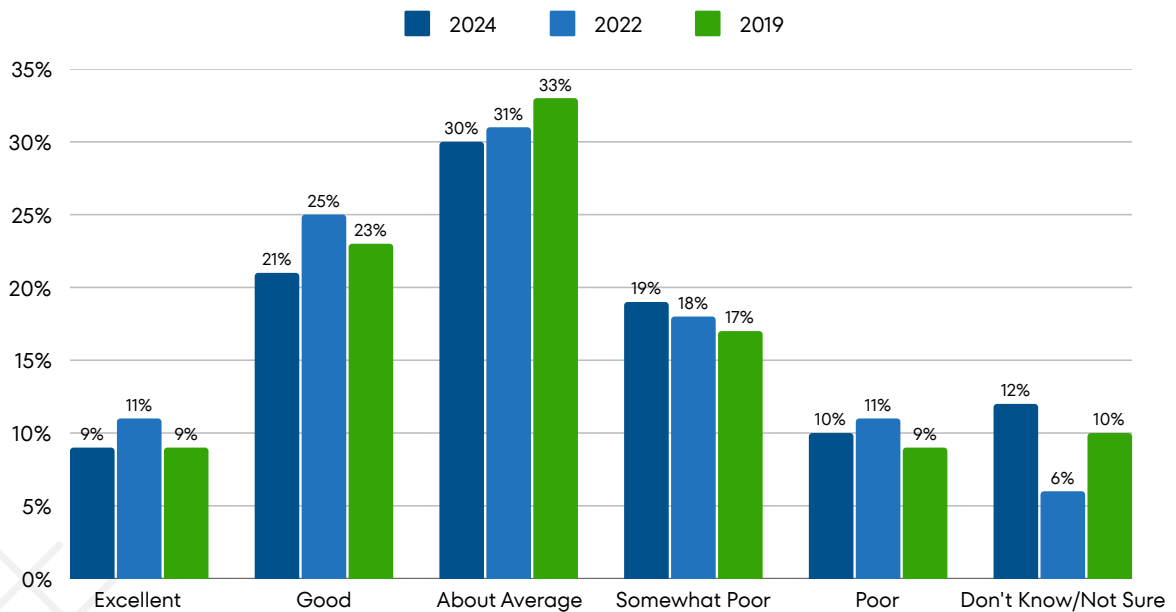
Management of Issues: Air Quality

Legend: 2024, 2022, 2019

Category	2024	2022	2019
Excellent	17%	20%	21%
Good	30%	31%	36%
About Average	33%	29%	26%
Somewhat Poor	12%	15%	11%
Poor	4%	4%	5%
Don't Know/Not Sure	4%	2%	2%
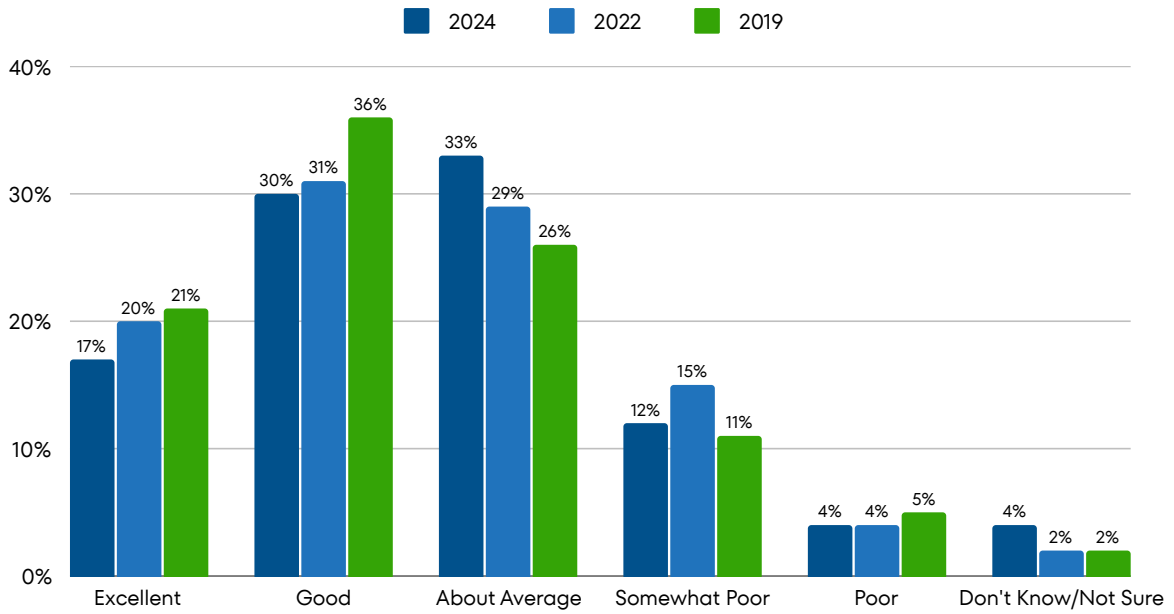
Management of Issues: Water Quality & Quantity

Legend: 2024, 2022, 2019

Category	2024	2022	2019
Excellent	20%	28%	34%
Good	33%	33%	33%
About Average	26%	21%	19%
Somewhat Poor	10%	9%	7%
Poor	3%	4%	4%
Don't Know/Not Sure	9%	5%	4%
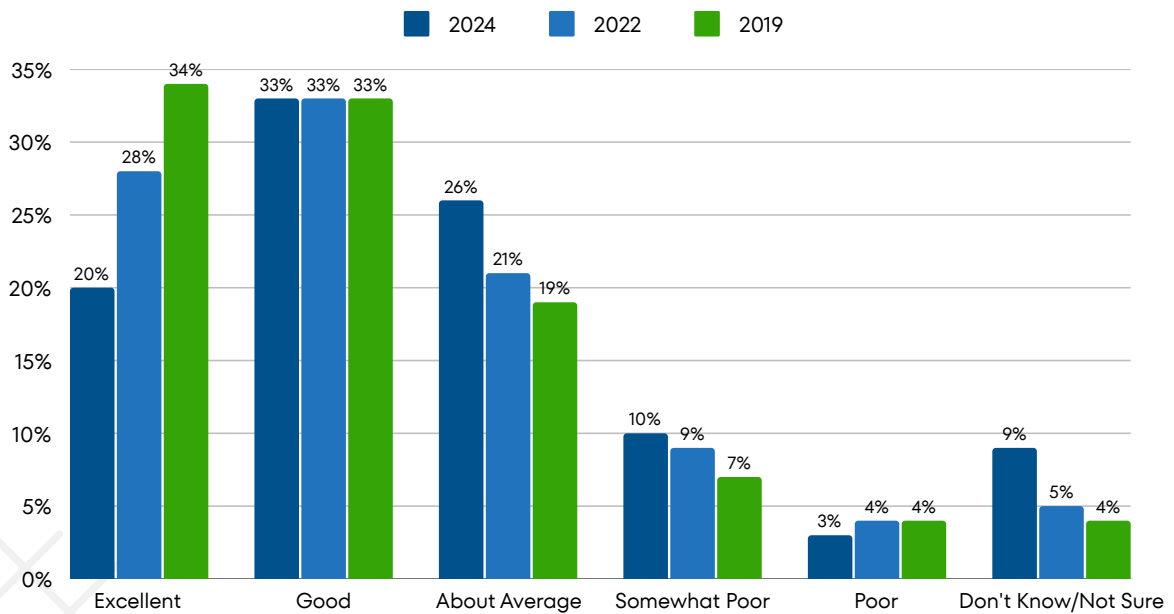
Management of Issues: Employment Opportunities

Legend: 2024 (dark blue), 2022 (blue), 2019 (green)

Category	2024	2022	2019
Excellent	11%	17%	10%
Good	26%	34%	22%
About Average	28%	24%	30%
Somewhat Poor	10%	9%	17%
Poor	7%	4%	9%
Don't Know/Not Sure	17%	13%	12%
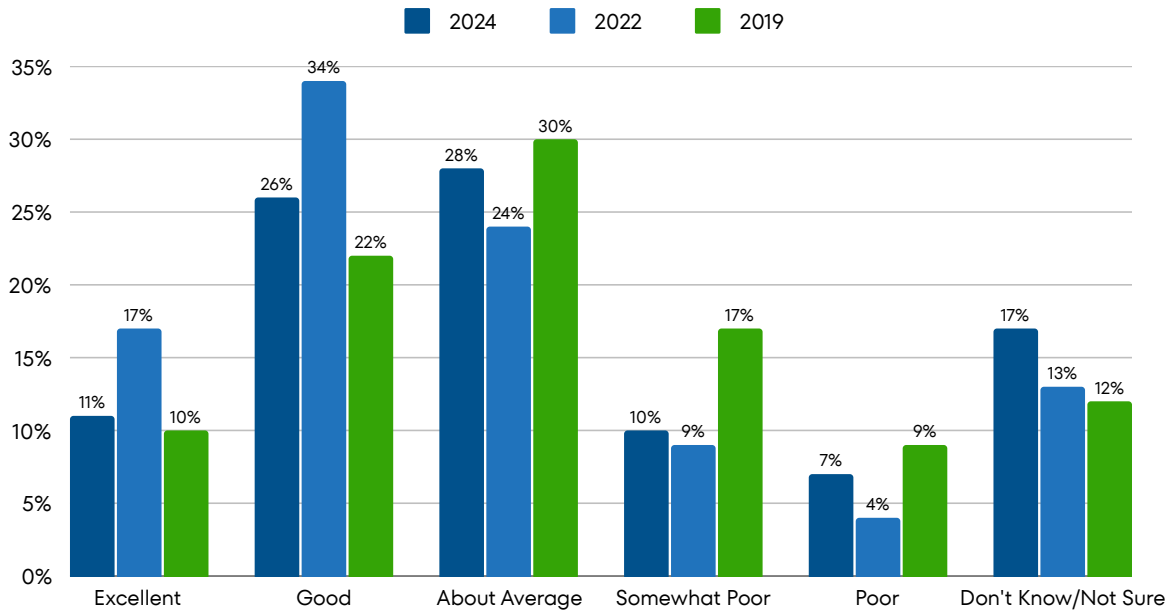
Management of Issues: Community Investment

Legend: 2024 (dark blue), 2022 (blue), 2019 (green)

Category	2024	2022	2019
Excellent	10%	13%	12%
Good	28%	35%	33%
About Average	35%	29%	32%
Somewhat Poor	12%	11%	13%
Poor	5%	4%	6%
Don't Know/Not Sure	11%	8%	5%
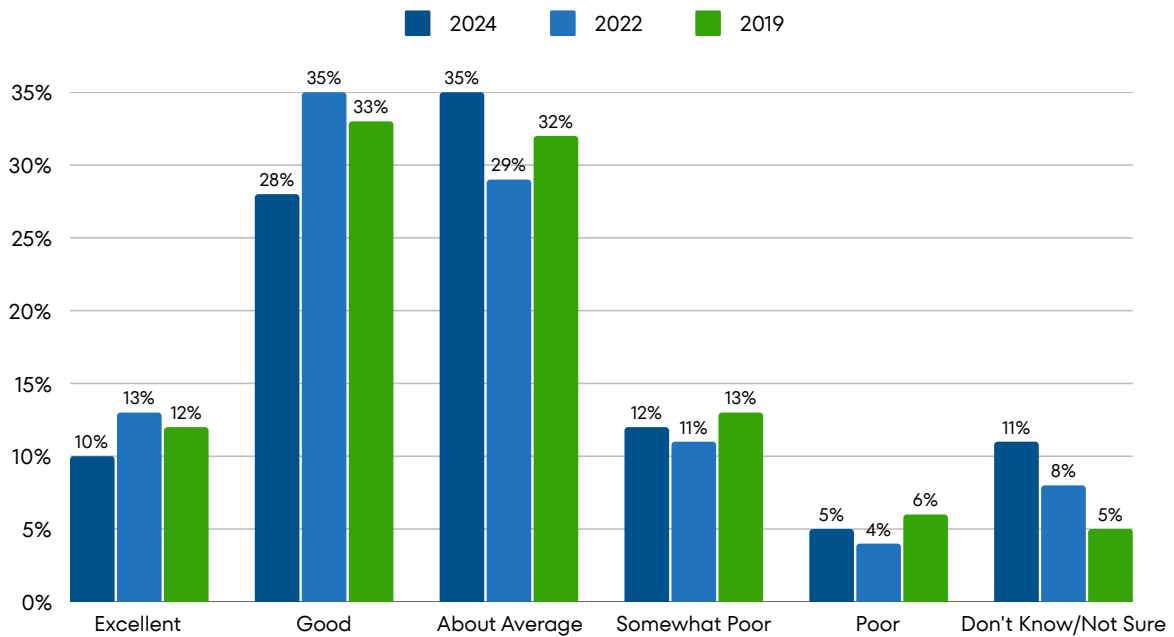
Management of Issues: Greenhouse Gas Emissions

■ 2024   ■ 2022

Category	2024	2022
Excellent	10%	11%
Good	19%	21%
About Average	29%	32%
Somewhat Poor	15%	16%
Poor	5%	7%
Don't Know/Not Sure	22%	13%
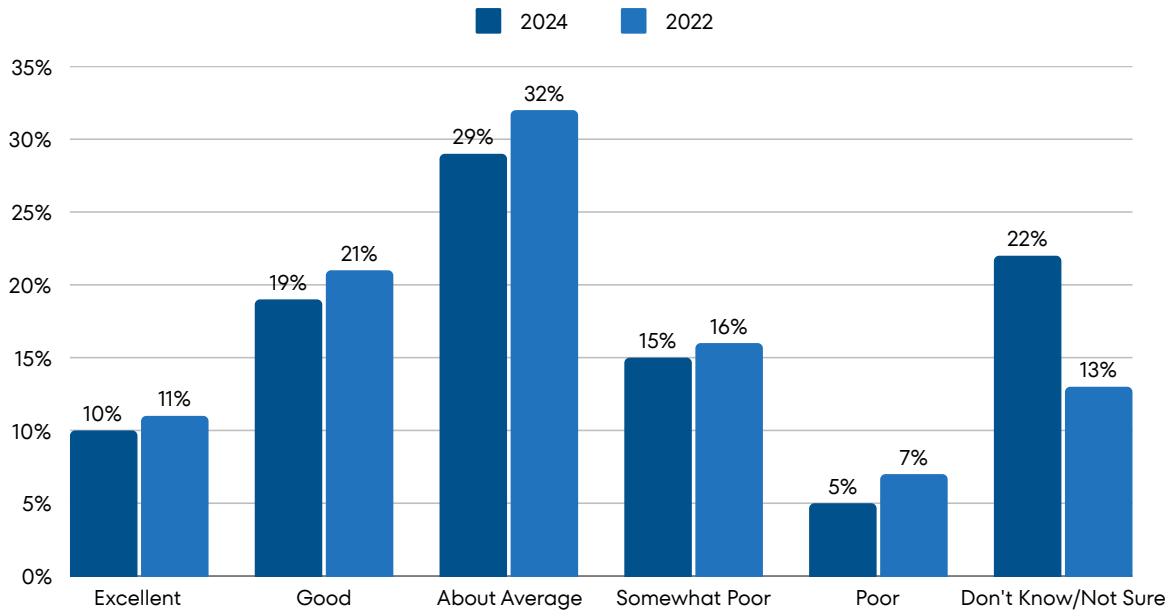
Interest in Issues

Respondents were then asked about their level of interest in the same issues using a similar five-point rating scale. The majority of respondents said they were very or somewhat interested in five of the eleven issues. In 2022, most respondents said they were very or somewhat interested in all issues except industrial noise and light.

The issues of most interest to respondents were water quality/quantity (67%), followed by air quality (65%), safety/emergency response (63%) and land use planning (59%). The top four rankings were the same as in 2022, although air quality ranked higher than water quantity/quality in that survey.

The level of interest in most issues fell when compared to 2022, with interest in industrial development and land use planning dropping the most by 10%. Transportation and water quality/quantity saw the least significant reduction in interest at 3%. Industrial noise (32%) and industrial light (28%) saw the lowest interest levels in 2024, similar to 2019.

The percentage of respondents who were very interested in air quality issues (34%) remained the same as in 2022. Nearly half of the respondents (48%) said they were very or somewhat interested in greenhouse gas emissions. This question was first asked in the 2022 survey.

Interest in Issues: Industrial Development

Legend: 2024, 2022, 2019

Category	2024	2022	2019
Very Interested	21%	22%	22%
Somewhat Interested	26%	35%	27%
Neutral	32%	24%	29%
Somewhat Uninterested	12%	9%	13%
Not at all Interested	9%	10%	9%
Don't Know/Not Sure	1%	1%	1%
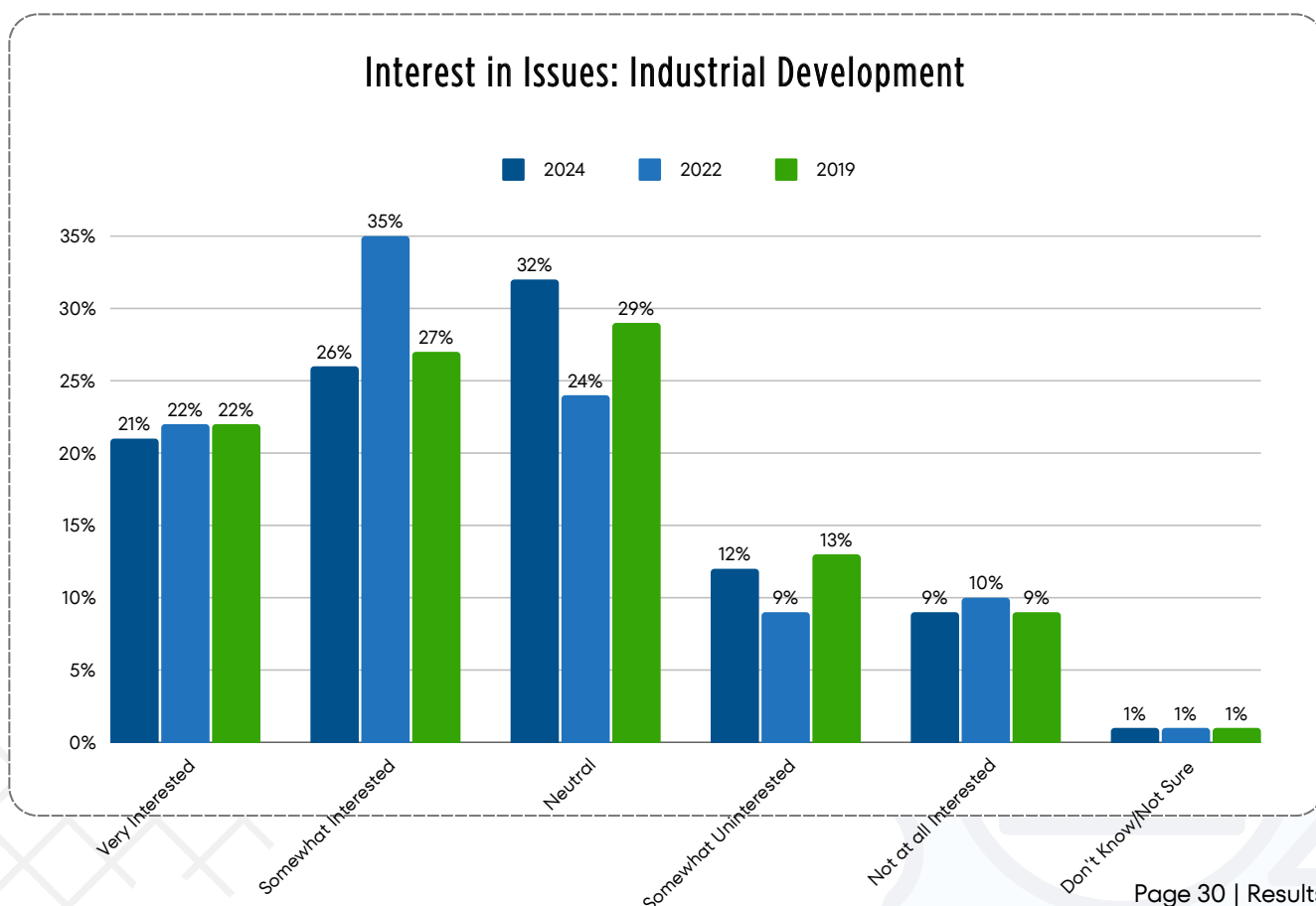
Interest in Issues: Safety and Emergency Response

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Interested	30%	31%	36%
Somewhat Interested	33%	37%	33%
Neutral	24%	21%	19%
Somewhat Uninterested	8%	6%	8%
Not at all Interested	3%	4%	4%
Don't Know/Not Sure	2%	1%	1%
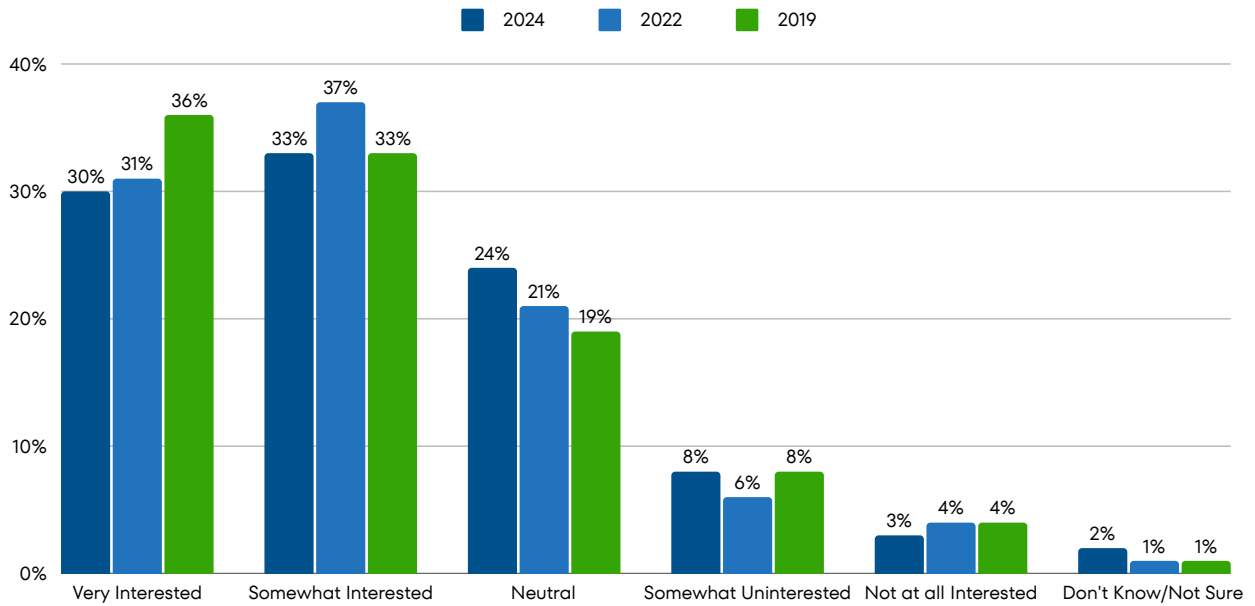
Interest in Issues: Transportation

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Interested	20%	22%	25%
Somewhat Interested	30%	31%	34%
Neutral	28%	32%	22%
Somewhat Uninterested	12%	10%	10%
Not at all Interested	6%	6%	8%
Don't Know/Not Sure	3%	1%	1%

Interest in Issues: Industrial Noise

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Interested	13%	15%	14%
Somewhat Interested	19%	24%	19%
Neutral	31%	29%	27%
Somewhat Uninterested	17%	17%	19%
Not at all Interested	15%	14%	20%
Don't Know/Not Sure	5%	2%	2%

Interest in Issues: Industrial Light

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Interested	12%	12%	14%
Somewhat Interested	16%	24%	15%
Neutral	31%	28%	24%
Somewhat Uninterested	16%	18%	20%
Not at all Interested	19%	17%	25%
Don't Know/Not Sure	6%	2%	3%

Interest in Issues: Land Use Planning

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Interested	29%	34%	36%
Somewhat Interested	30%	35%	31%
Neutral	26%	21%	21%
Somewhat Uninterested	7%	5%	7%
Not at all Interested	5%	6%	5%
Don't Know/Not Sure	3%	1%	1%
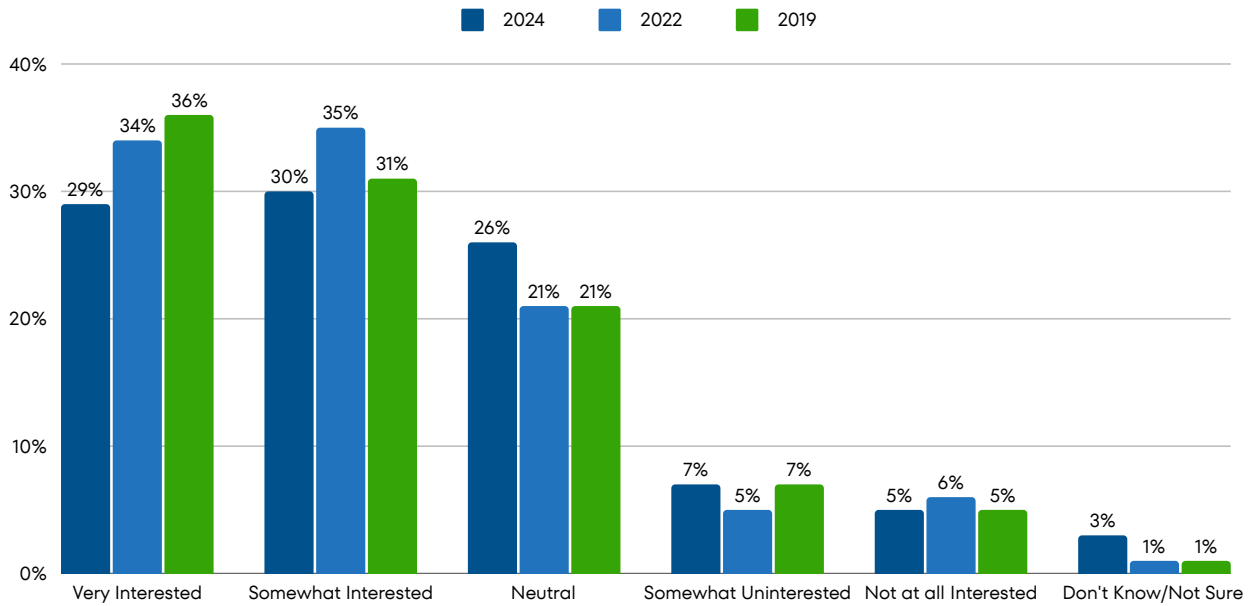
Interest in Issues: Air Quality

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Interested	34%	34%	36%
Somewhat Interested	31%	35%	31%
Neutral	21%	21%	21%
Somewhat Uninterested	7%	5%	7%
Not at all Interested	5%	6%	5%
Don't Know/Not Sure	1%	1%	1%
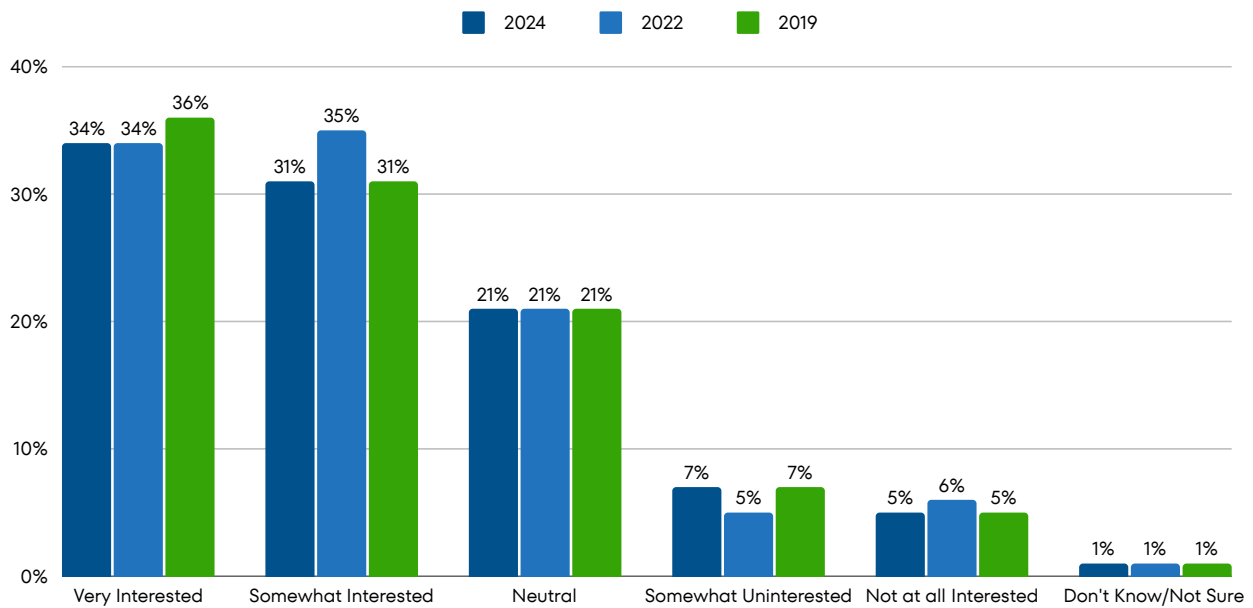
Interest in Issues: Water Quality & Quantity

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Interested	37%	40%	45%
Somewhat Interested	30%	30%	30%
Neutral	19%	18%	15%
Somewhat Uninterested	7%	5%	5%
Not at all Interested	5%	6%	4%
Don't Know/Not Sure	3%	2%	1%
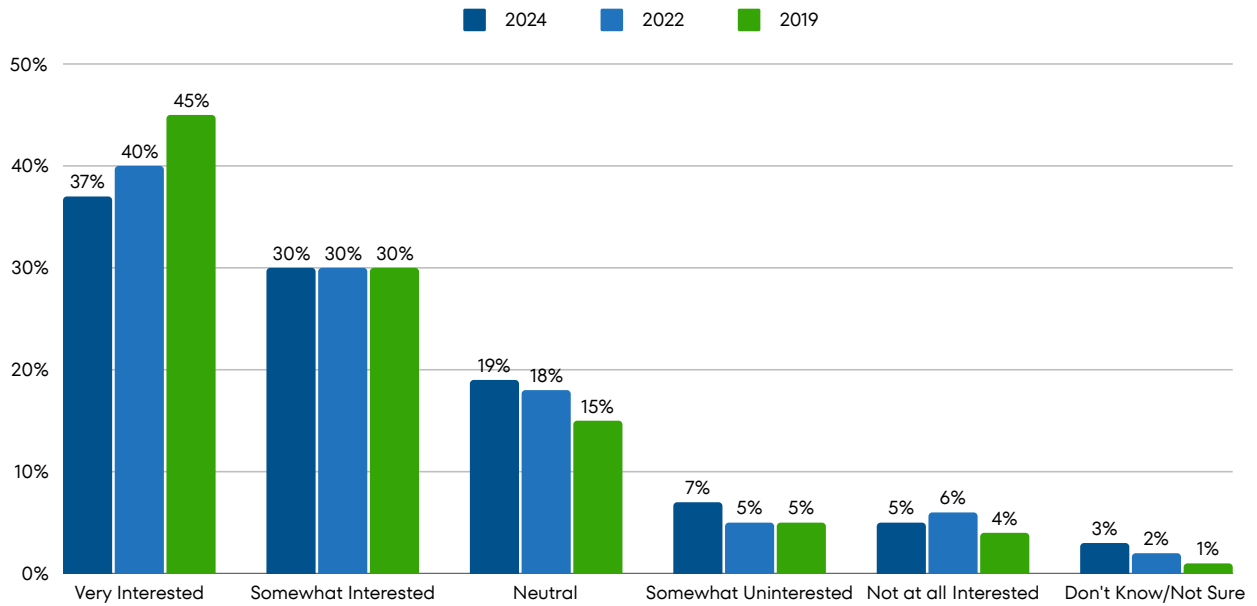
Interest in Issues: Employment Opportunities

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Interested	25%	26%	34%
Somewhat Interested	24%	28%	28%
Neutral	22%	23%	20%
Somewhat Uninterested	10%	9%	8%
Not at all Interested	15%	12%	8%
Don't Know/Not Sure	5%	3%	3%
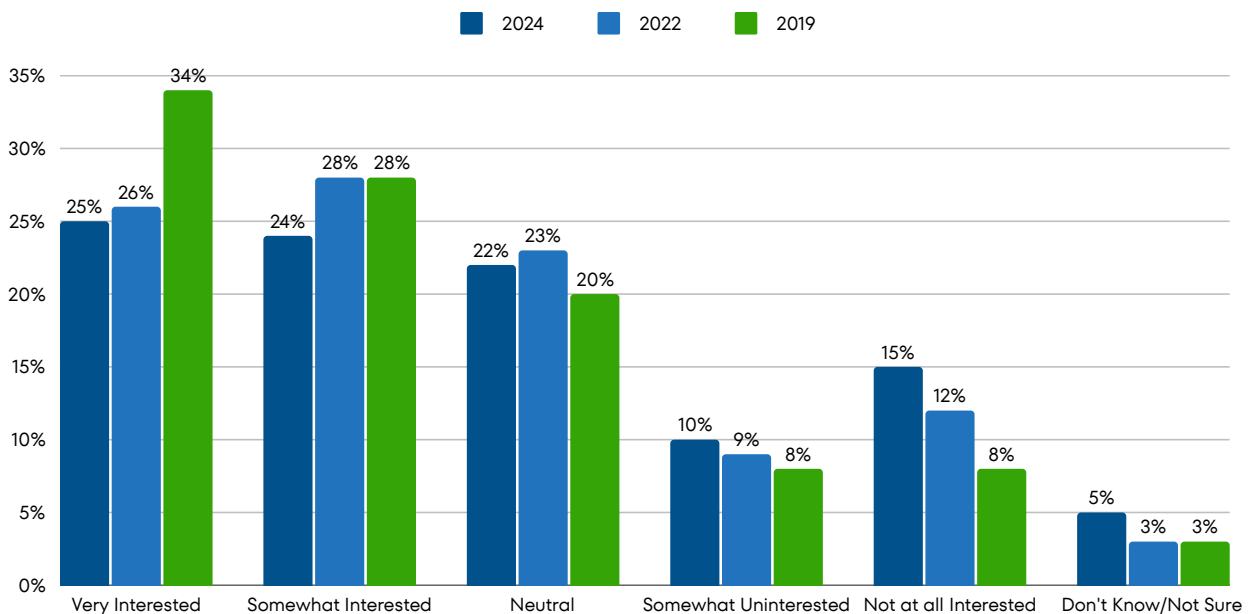
Interest in Issues: Community Investment
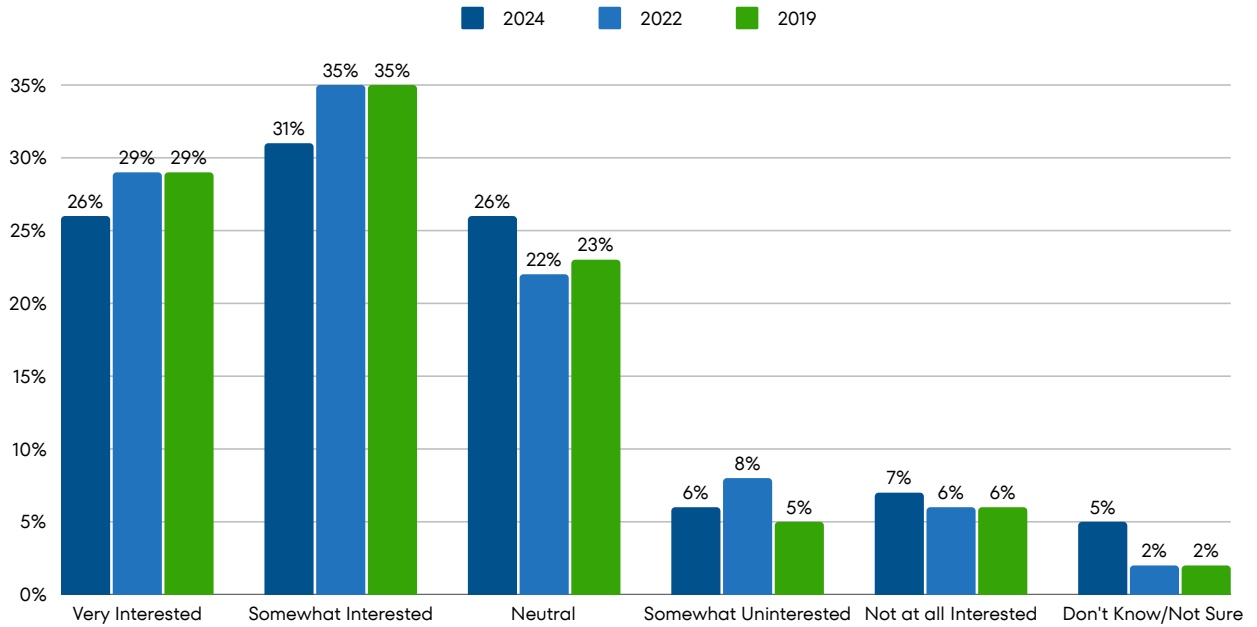
Interest in Issues: Greenhouse Gas Emissions
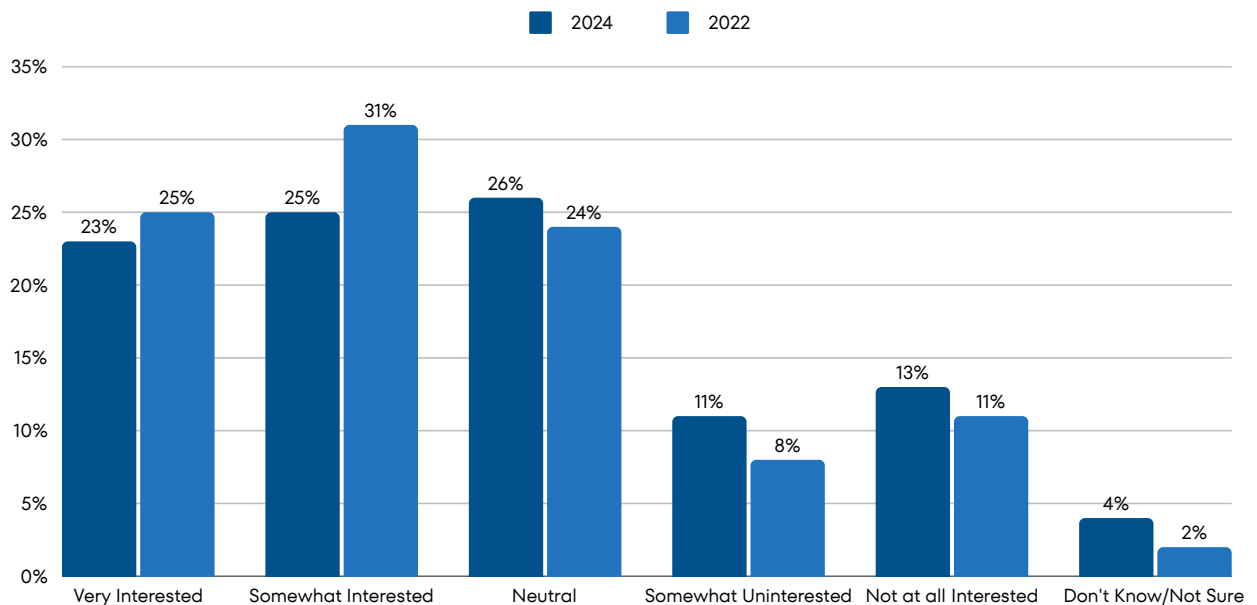
Perception of Air Quality

All respondents were asked to rate the air quality where they live. In 2024, the majority (56%) rated it as excellent or good. This was 10% lower than in 2022 and 5% lower than in 2019. Overall, there remained a positive outlook in the 2024 result, with 91% of respondents rating air quality as average or better, compared to 94% in 2022 and 91% in 2019.

Air Quality in Your Area

Legend: 2024, 2022, 2019

Rating	2024	2022	2019
Excellent	25%	26%	26%
Good	31%	40%	35%
About Average	35%	28%	30%
Poor	8%	5%	8%
Very Poor	1%	2%	1%
Don't Know/Unsure/Refused	1%		
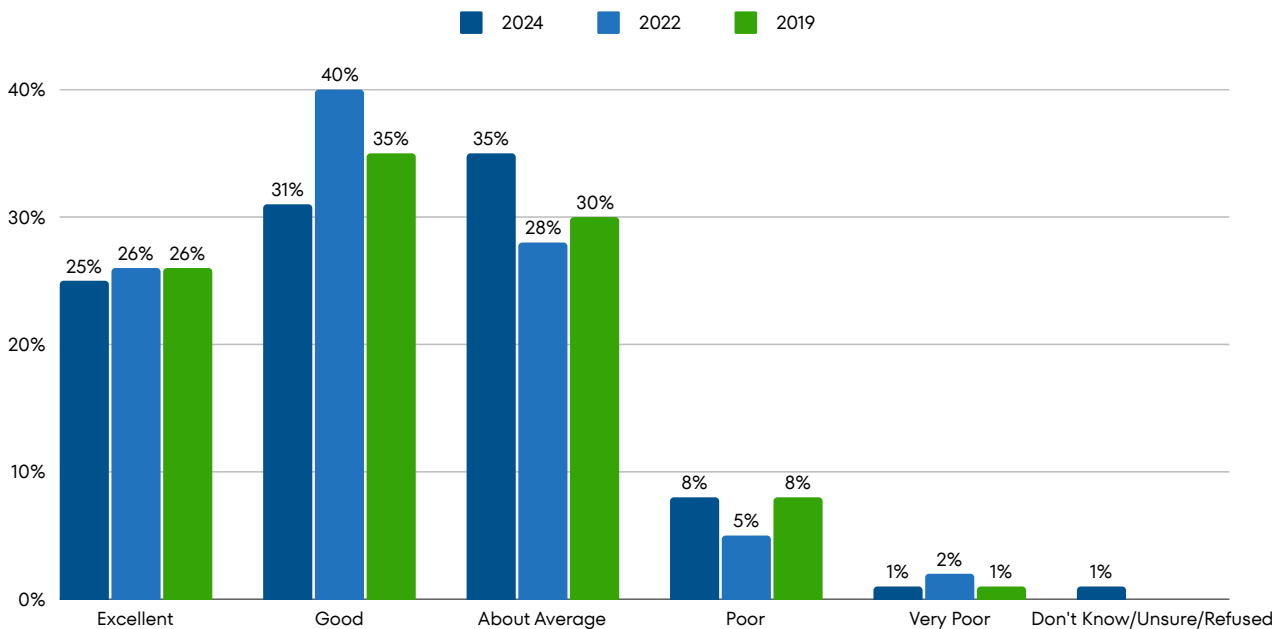
Information Recall and Preferences

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. A majority (53%) said they did, while 46% did not. This is down compared to previous surveys; 10% fewer respondents said they did in 2024 than in 2022.

Recall Seeing/Hearing/Reading Information

Legend: 2024, 2022, 2019

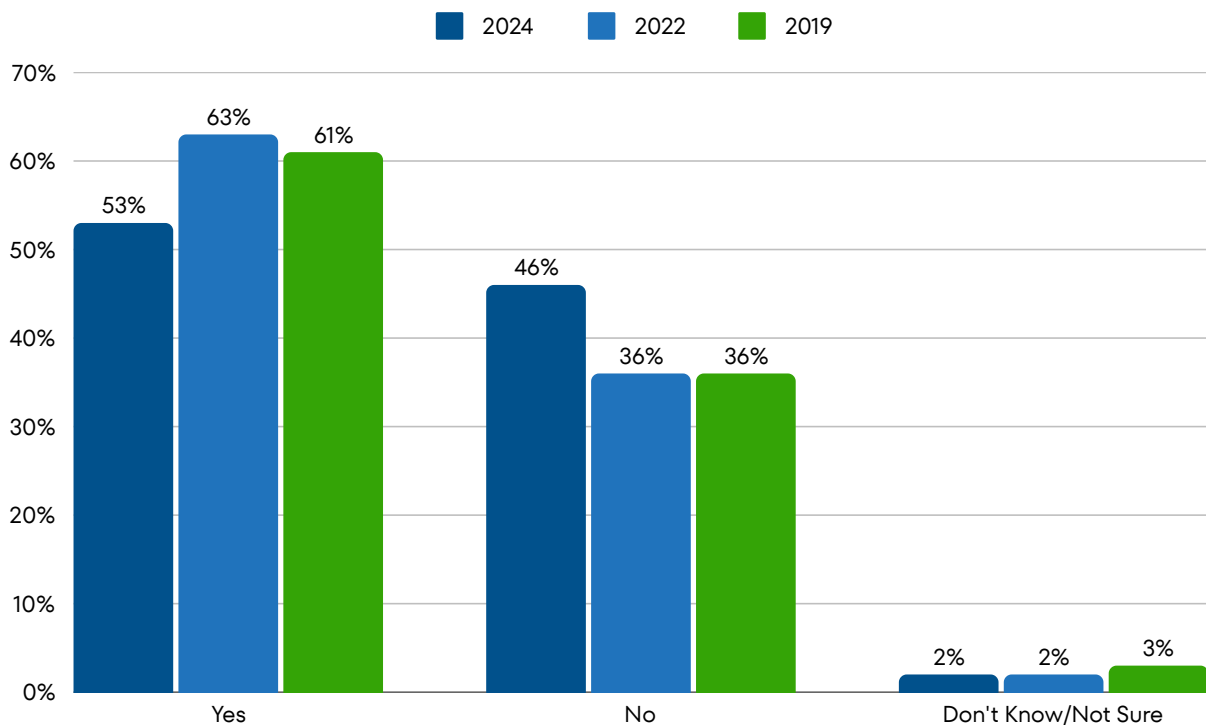| Response	2024	2022	2019
Yes	53%	63%	61%
No	46%	36%	36%
Don't Know/Not Sure	2%	2%	3%

Those who did recall seeing, hearing or reading some information about environmental issues or industrial development and activity in the area (210 respondents) were asked where they saw, heard or read about it. A list of options was not read, but multiple choices were allowed. The following graph shows the types of media mentioned.

Much like in 2022, local newspapers dominate at 61%, followed by Edmonton radio/TV at 23%, social media at 21% and e-newsletters/websites at 14%. All other media were mentioned by less than 10% of the respondents, with Edmonton newspapers at 9%.

While the number of people getting information from their local newspapers fell by 9% from 2022, more people are receiving information from social media (up 9% compared to 2022). More people are also getting information from open houses/community events (up 3% from 2022) – this had remained unchanged between 2019 and 2022.

Of note was the decline in information gleaned from e-newsletters/websites, which dropped 10% when compared to 2022. The amount of information from local radio and word of mouth remains relatively unchanged when compared to previous surveys.

Where Saw, Read or Heard Information

Legend: 2024, 2022, 2019

Source	2024	2022	2019
Local Newspapers	61%	70%	70%
Edmonton TV/Radio	23%	28%	22%
Social Media	21%	12%	18%
E-Newsletters/Websites	14%	24%	20%
Edmonton Newspapers	9%	14%	14%
Word of Mouth	8%	7%	9%
Local Radio	8%	8%	9%
Open Houses/Community Events	6%	3%	3%
Online Meetings/Webinars	5%		
Regional Info Update Line	2%		
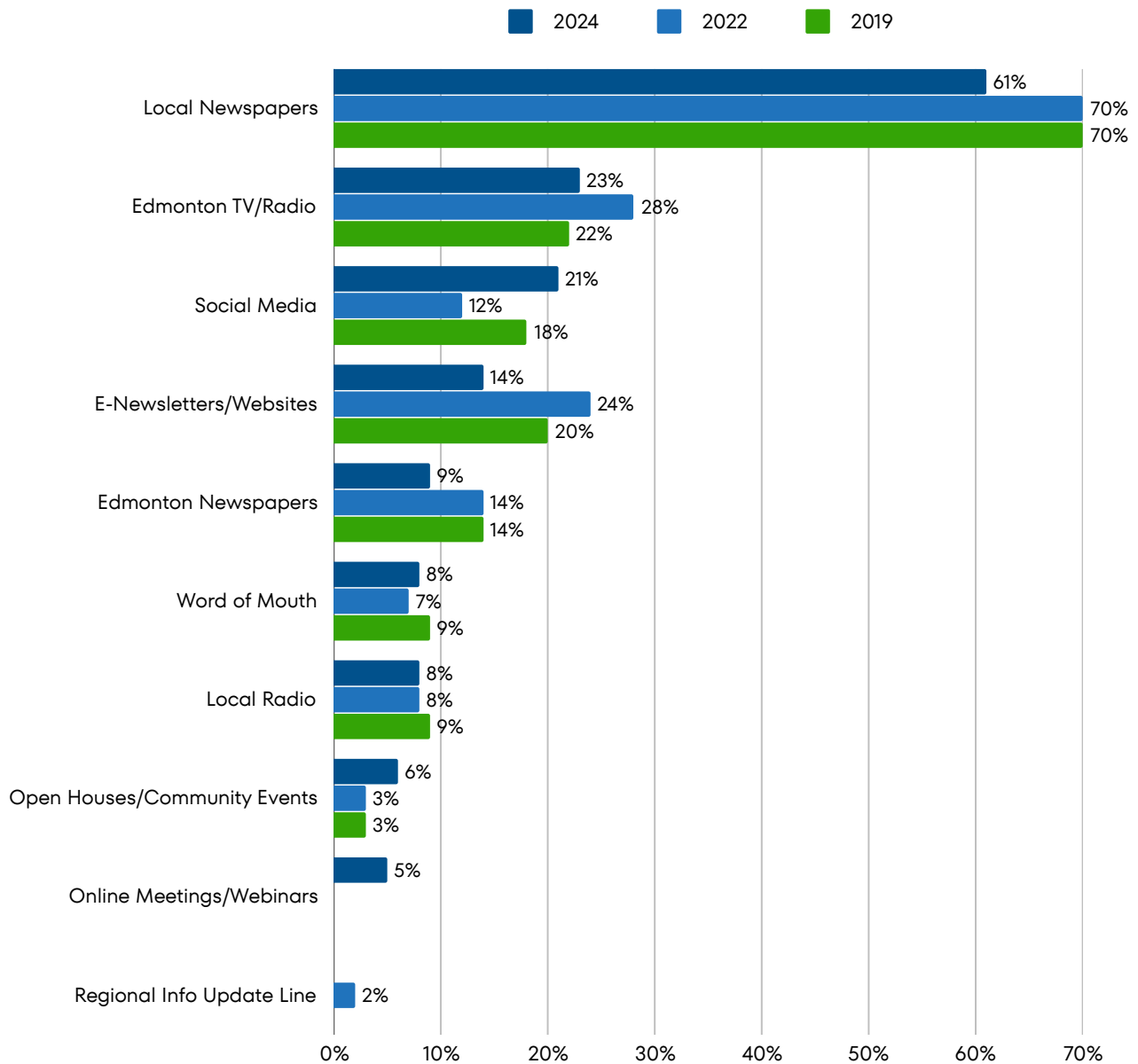
The same respondents were then asked how important various information sources were to them. A list of sources was read to them. Multiple selections were allowed. As in previous surveys, the two highest percentage responses – local newspapers (69%) and Edmonton radio/TV (60%) – matched the two most frequently mentioned sources where people were seeing, hearing and reading information about environmental or industrial development and activity in their area.
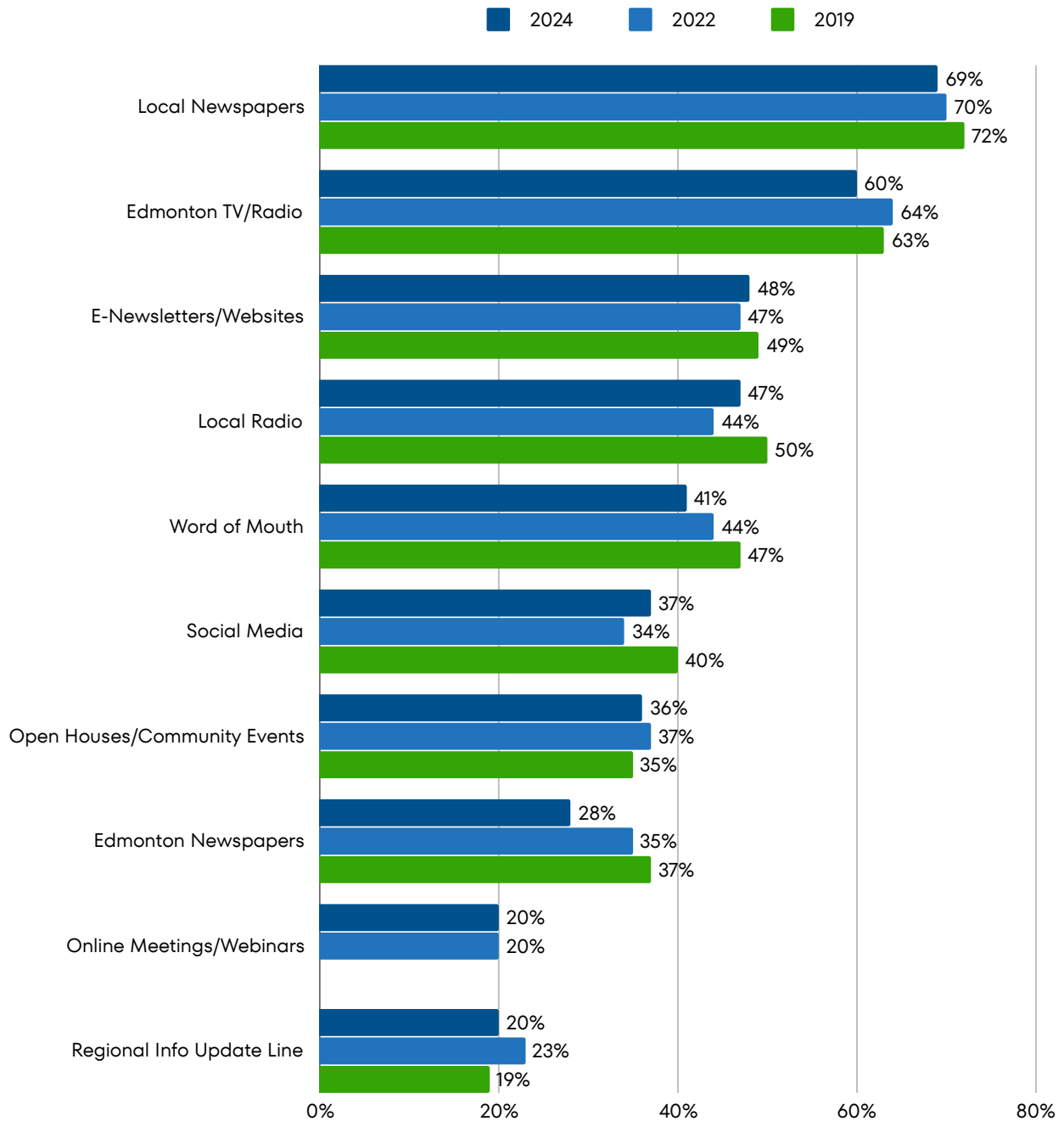
E-newsletters/websites ranked third as an important source of information (48%), even though less than two in ten respondents said they got their information from that source now. Similarly, respondents ranked local radio as the fourth most important source of information to them (47%), but, like in 2022, only 8% said they got their information about environmental or industrial development and activity in their area from that source now.

Social media and local radio each saw a 3% increase in importance when compared to 2022. They had both previously declined 6% in importance when compared to 2019. The Regional Info Update Line fell 3% in importance when compared to 2022 but was still considered slightly more important (1%) as an information source compared to 2019 results.

Compared to 2022, 7% fewer respondents consider Edmonton newspapers as important. Online meetings/webinars were considered an important information source to 20% of respondents, with 5% saying they currently received information from this source. For this response option, this was the first comparison made with a previous survey. All other information sources stayed at relatively the same levels of importance when compared to previous surveys.

Importance of information Sources (Very or Somewhat Important)

Legend: ■ 2024 ■ 2022 ■ 2019

Local Newspapers
- 2024: 69%
- 2022: 70%
- 2019: 72%

Edmonton TV/Radio
- 2024: 60%
- 2022: 64%
- 2019: 63%

E-Newsletters/Websites
- 2024: 48%
- 2022: 47%
- 2019: 49%

Local Radio
- 2024: 47%
- 2022: 44%
- 2019: 50%

Word of Mouth
- 2024: 41%
- 2022: 44%
- 2019: 47%

Social Media
- 2024: 37%
- 2022: 34%
- 2019: 40%

Open Houses/Community Events
- 2024: 36%
- 2022: 37%
- 2019: 35%

Edmonton Newspapers
- 2024: 28%
- 2022: 35%
- 2019: 37%

Online Meetings/Webinars
- 2024: 20%
- 2022: 20%

Regional Info Update Line
- 2024: 20%
- 2022: 23%
- 2019: 19%
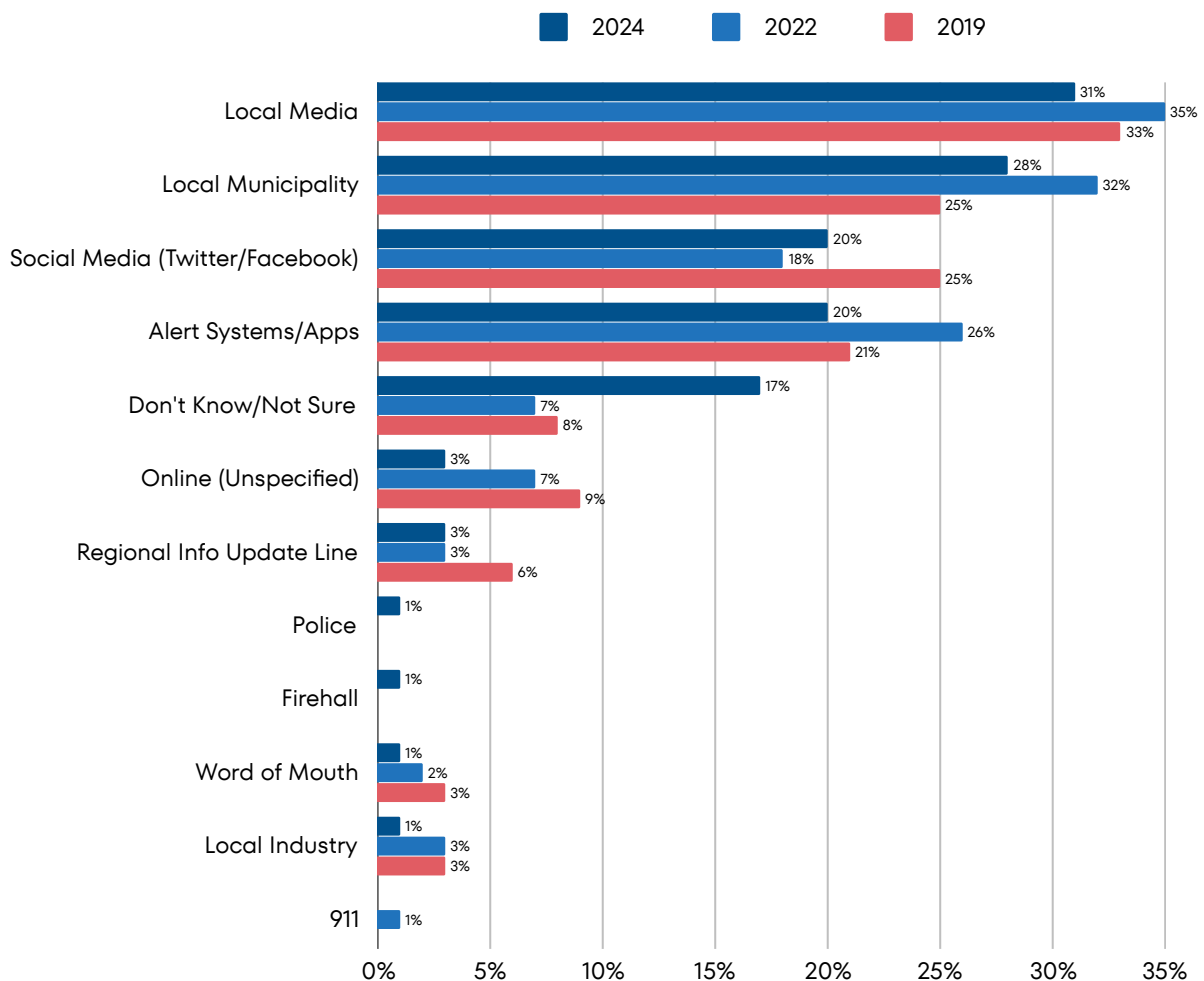
Emergency Situations

All respondents were asked where they would normally go to get information about an emergency situation that impacted public safety. Respondents were permitted multiple mentions. A list of options was not read. Local media was the number one source (31%), followed by a local municipality (28%) and social media (20%). Alert systems/apps also came in at 20%.

Compared to 2019, local municipalities saw a 3% increase in their role as a primary source of emergency information. Compared to 2022, social media increased in popularity by 2%, while alert systems/apps saw a decline of 6%. In 2024, only 3% of respondents indicated they would typically turn to online sources for public safety emergency information, continuing a downward trend observed since 2017. Additionally, both firehall and local police services were cited as information sources by 1% of respondents each.
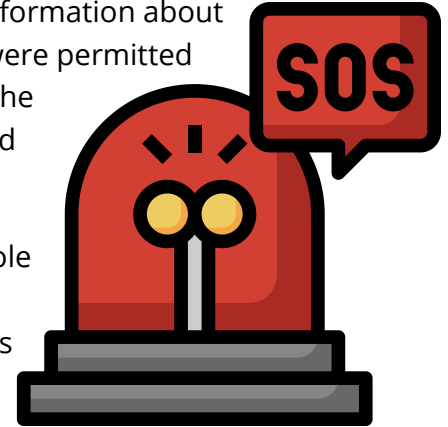
Public Safety Information Sources

Legend: 2024, 2022, 2019

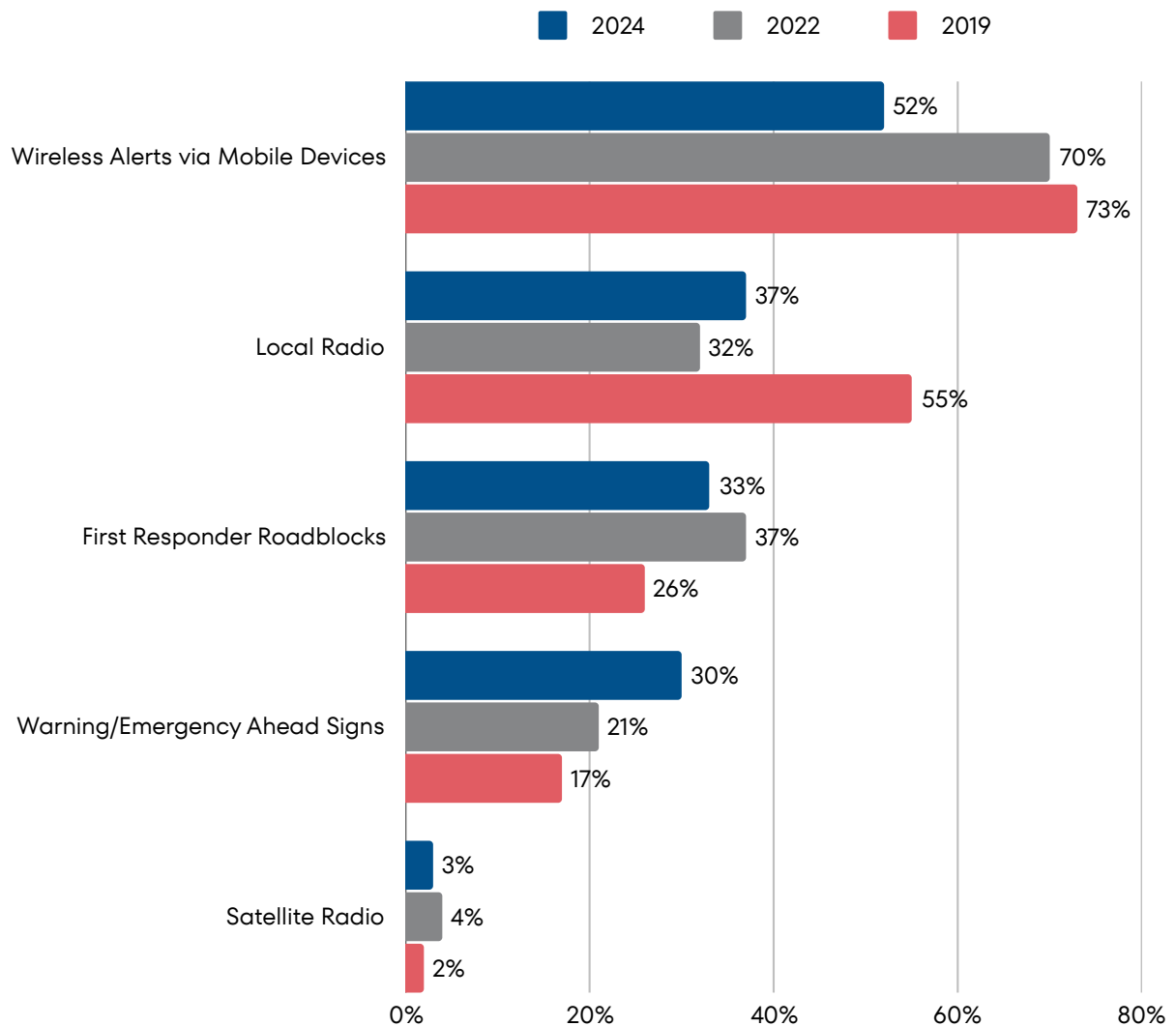| Source	2024	2022	2019
Local Media	31%	35%	33%
Local Municipality	28%	32%	25%
Social Media (Twitter/Facebook)	20%	18%	25%
Alert Systems/Apps	20%	26%	21%
Don't Know/Not Sure	17%	7%	8%
Online (Unspecified)	3%	7%	9%
Regional Info Update Line	3%	3%	6%
Police	1%		
Firehall	1%		
Word of Mouth	1%	2%	3%
Local Industry	1%	3%	3%
911		1%	

The next question asked if the respondent was driving in an area where an emergency occurred, what would be the top two ways of effectively notifying them. A list was read and two responses permitted.
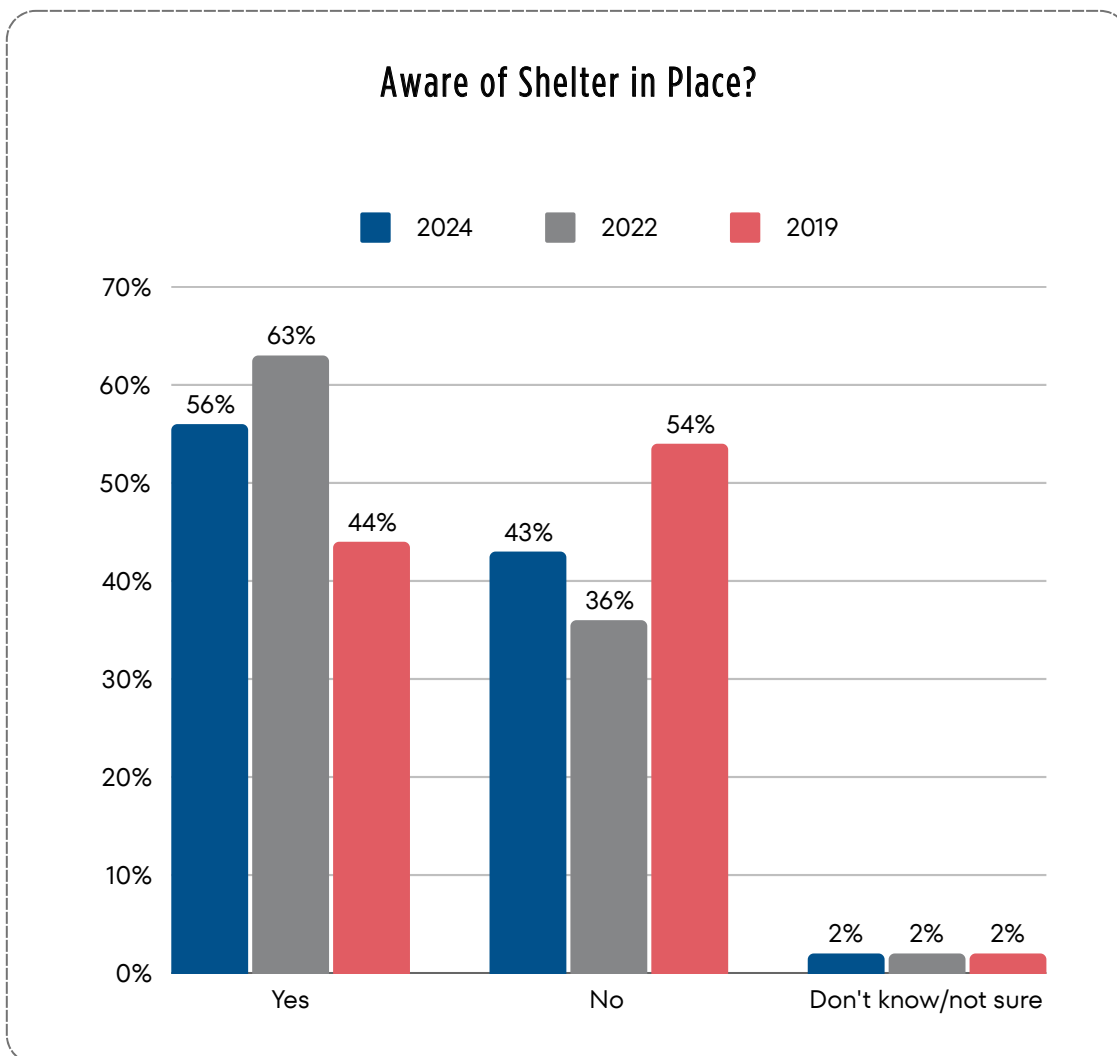
Just over half of respondents (52%) identified wireless alerts as the most effective method of notification, followed by local radio (37%), first responder roadblocks (33%), and warning/emergency ahead signage (30%). Wireless alerts were perceived as significantly less effective in 2024 compared to 2022, showing an 18% decrease. In contrast, local radio saw an 11% increase in effectiveness, while warning/emergency ahead signs experienced a 9% rise in effectiveness compared to the previous survey.

Emergency Notification Preference

Legend: ■ 2024 ■ 2022 ■ 2019

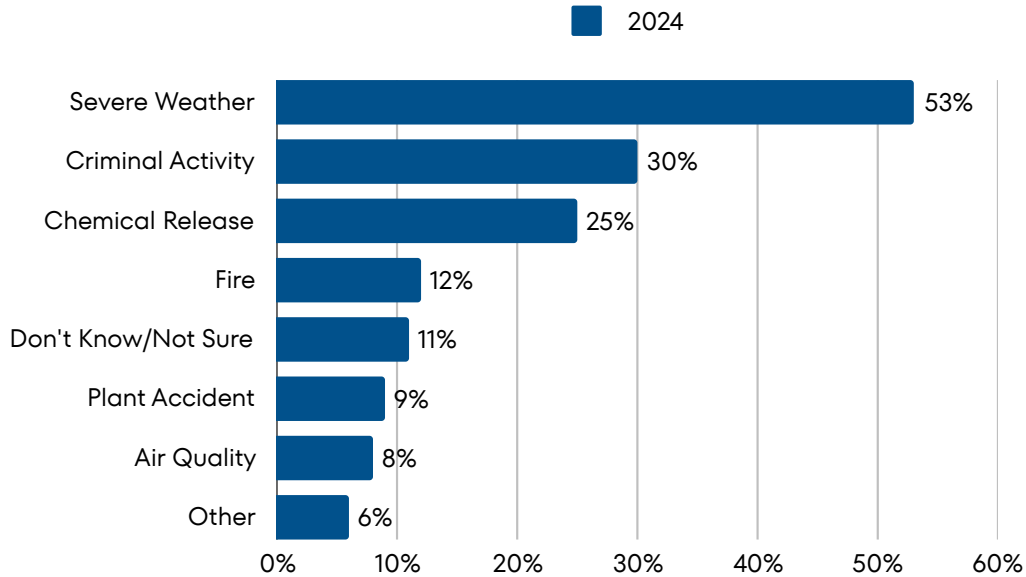| Category	2024	2022	2019
Wireless Alerts via Mobile Devices	52%	70%	73%
Local Radio	37%	32%	55%
First Responder Roadblocks	33%	37%	26%
Warning/Emergency Ahead Signs	30%	21%	17%
Satellite Radio	3%	4%	2%

Respondents were then asked if they were personally aware of a safety action plan called Shelter in Place. Nearly six in ten respondents (56%) were aware of the plan, representing a 7% decrease from 2022, but a 12% increase in awareness compared to 2019.

Aware of Shelter in Place?

Legend: ■ 2024 ■ 2022 ■ 2019

	Yes	No	Don't know/not sure
2024	56%	43%	2%
2022	63%	36%	2%
2019	44%	54%	2%

Those who were personally aware of the safety action called Shelter in Place (224 respondents) were asked in what situation they would shelter in place. The following graph shows the kinds of situations mentioned. A list of options was not read, but multiple choices were allowed.
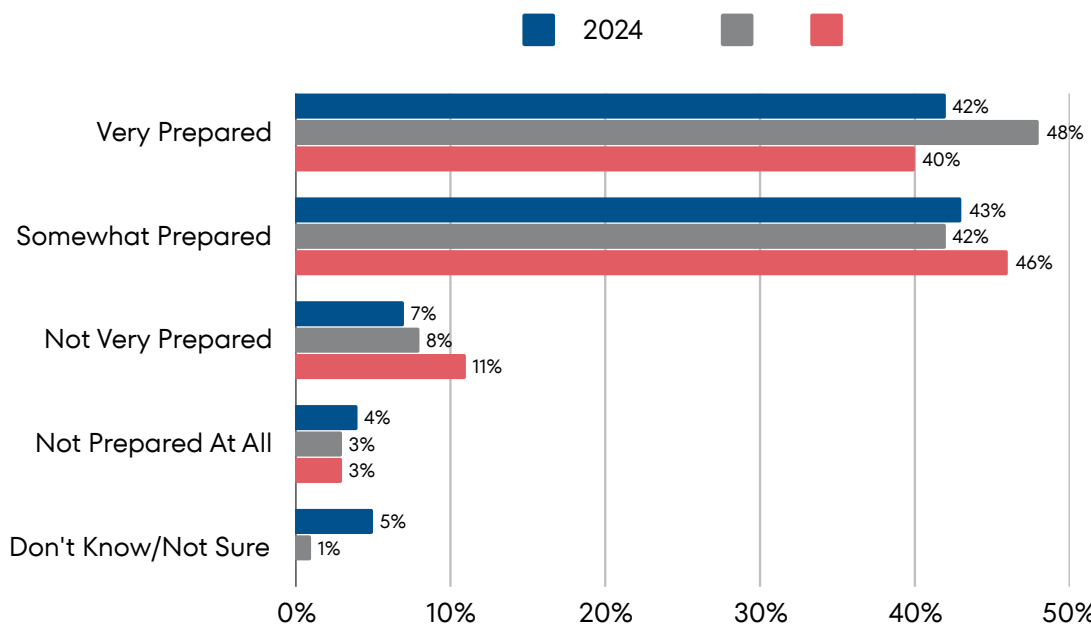
Severe weather was the most mentioned situation at 53%, followed by criminal activity at 30%, chemical release at 25%, fire at 12% and plant accident at 9%. Air quality was mentioned at 8%, while other situations were mentioned by 6% of the respondents. This follow-up question was not asked in 2022.

Situation in Which Will Shelter in Place

2024

Category	Value
Severe Weather	53%
Criminal Activity	30%
Chemical Release	25%
Fire	12%
Don't Know/Not Sure	11%
Plant Accident	9%
Air Quality	8%
Other	6%

The next question asked respondents how well prepared their household was to look after its immediate needs for 72 hours in the event of an emergency. The vast majority (85%) said they were very or somewhat prepared, a 5% decline from 2022 and a 1% decrease from 2019.

Prepared for an Emergency

2024 ▮ ▮

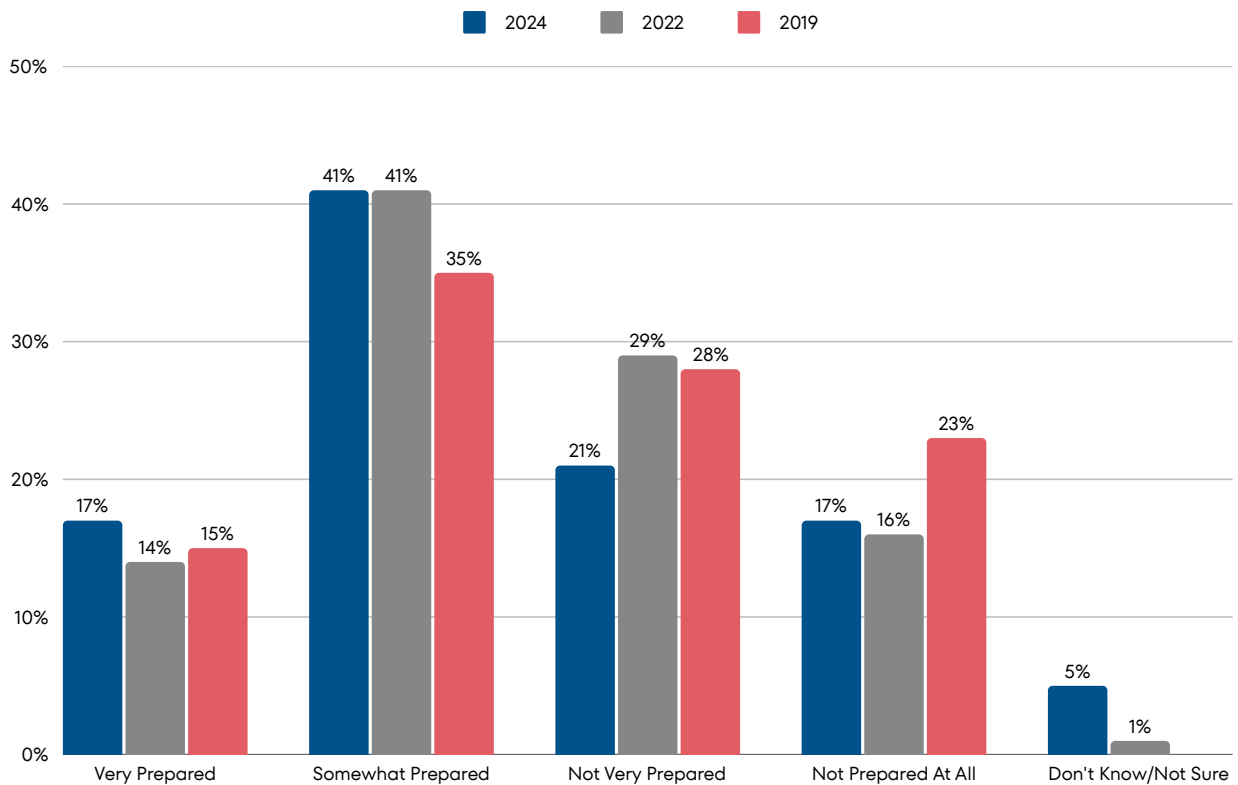| Category	2024 (blue)	(grey)	(red)
Very Prepared	42%	48%	40%
Somewhat Prepared	43%	42%	46%
Not Very Prepared	7%	8%	11%
Not Prepared At All	4%	3%	3%
Don't Know/Not Sure	5%	1%	

Respondents were also asked how well prepared their household was to evacuate with an emergency kit of essentials ready to go. Nearly six in ten (58%) reported being very or somewhat prepared to evacuate, reflecting a 3% improvement compared to 2022 and remaining largely consistent with the response rate in 2019.

Prepared for an Evacuation

Legend: 2024 | 2022 | 2019

Category	2024	2022	2019
Very Prepared	17%	14%	15%
Somewhat Prepared	41%	41%	35%
Not Very Prepared	21%	29%	28%
Not Prepared At All	17%	16%	23%
Don't Know/Not Sure	5%	1%	

Respondents who said that their household was not prepared for an emergency (152) were asked for the main reason why that was so. A list of options was not read. About a third (33%) said they never think about it or did not think it will happen. More than one in ten (13%) gave the reason as laziness/procrastination, while 4% of the respondents attributed this situation to health/age. This follow-up question was not asked in 2022.
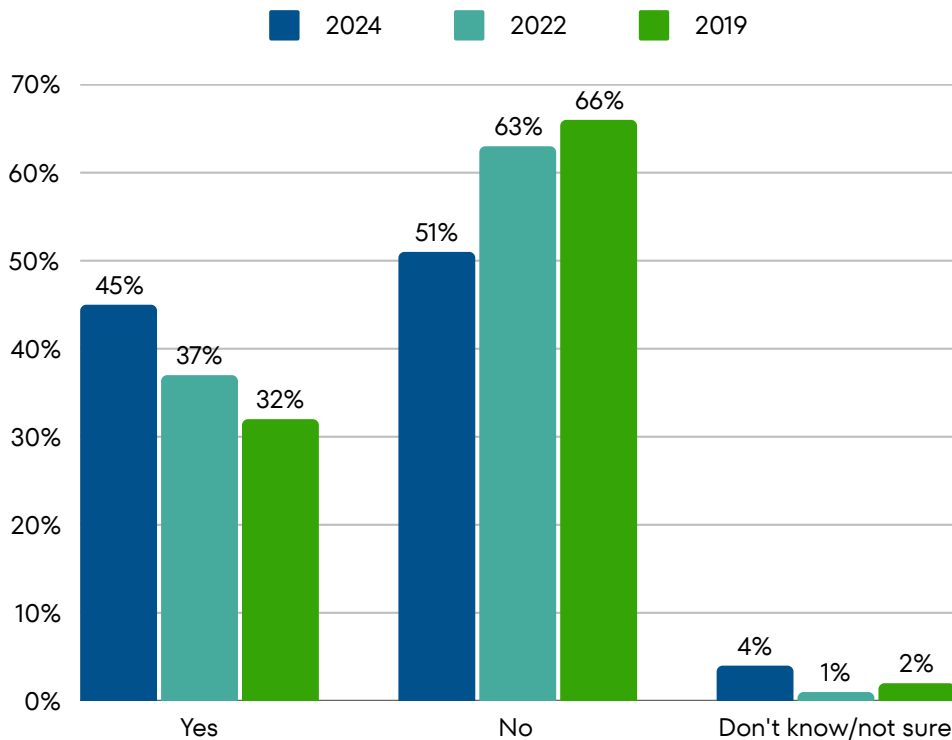
Reason Not Prepared for an Evacuation

■ 2024
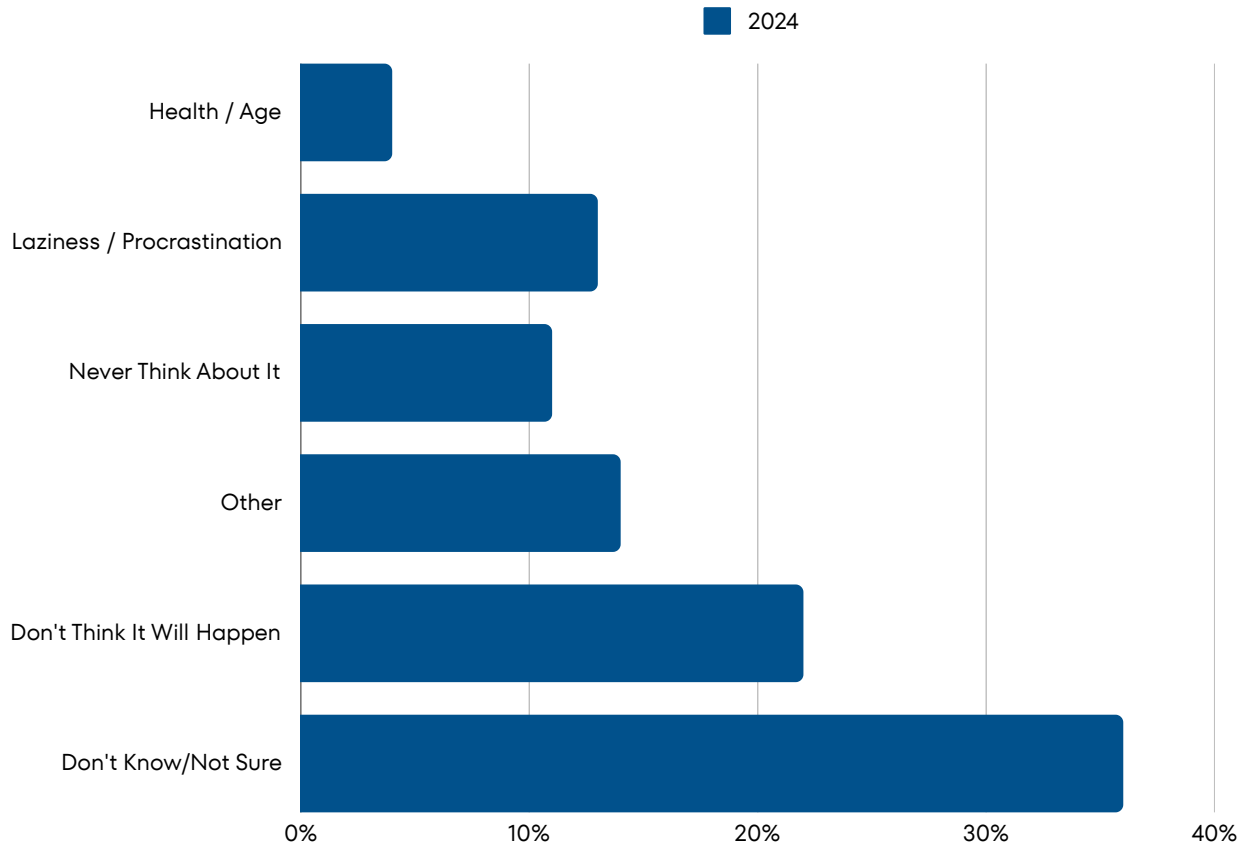
n = 152

Heartland Air Monitoring Partnership

The questionnaire then asked respondents a series of questions about Heartland Air Monitoring Partnership (HAMP). This portion of the survey began by asking all respondents if they had ever heard of an organization called Fort Air Partnership or Heartland Air Monitoring Partnership. More than four in ten respondents (45%) said they had heard of HAMP. This is an 8% improvement from 2022 and 13% since 2019.

Heard of Heartland Air Monitoring Partnership?

Legend: ■ 2024 ■ 2022 ■ 2019

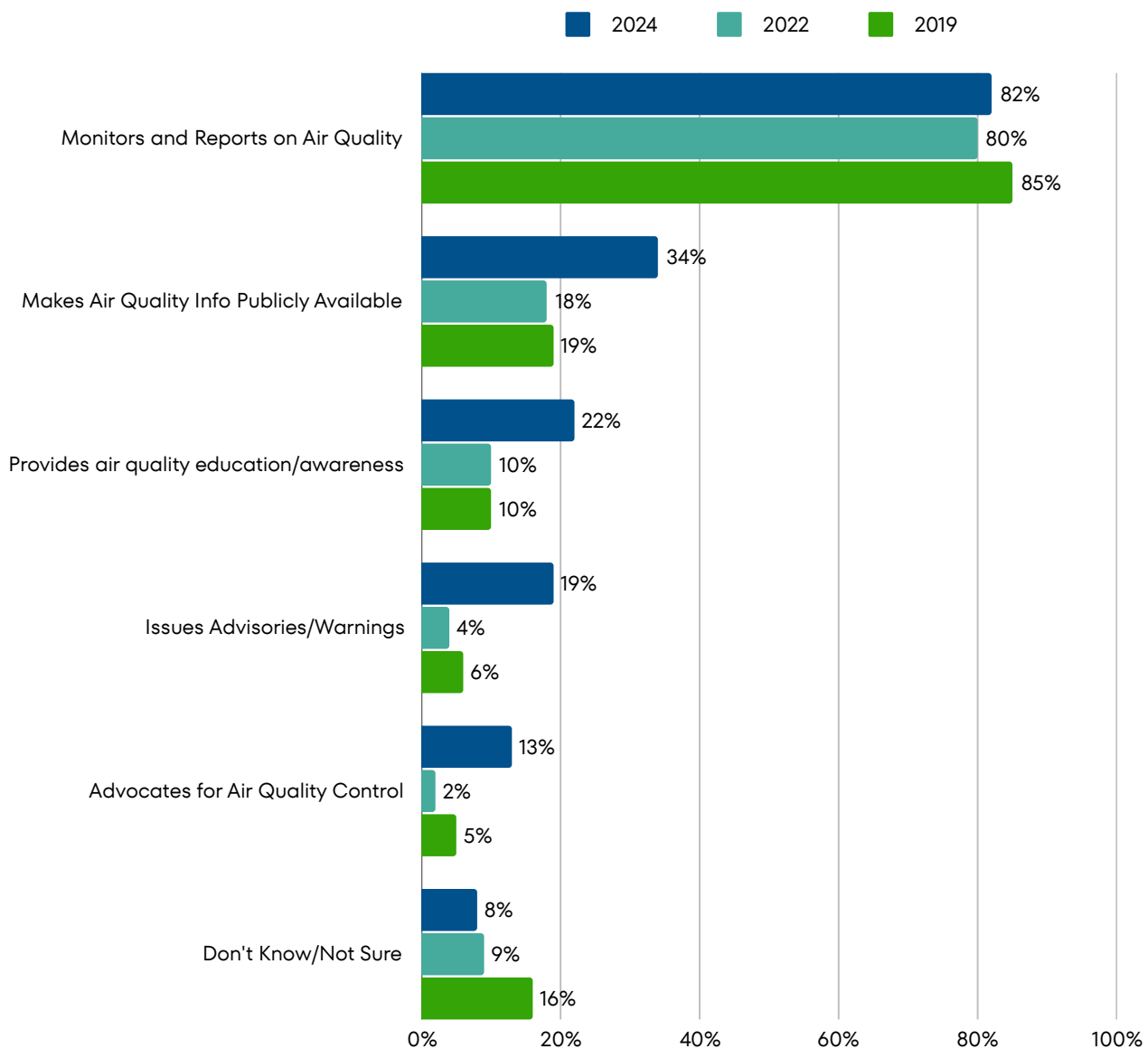| Response	2024	2022	2019
Yes	45%	37%	32%
No	51%	63%	66%
Don't know/not sure	4%	1%	2%

Those who were aware of HAMP (181 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options. A large majority (82%) mentioned that the organization monitors and reports on air quality in and around Alberta's Industrial Heartland. This level of recognition increased by 2% since 2022.
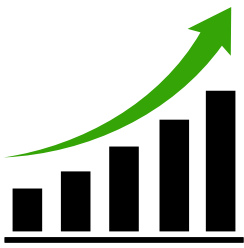
Compared to 2022, the percentage of people who noted that HAMP provides air quality information to the public nearly doubled, rising from 18% to 34%. Similarly, awareness of HAMP's role in air quality education/awareness increased from 10% to 22%. Additionally, the number of respondents who said HAMP issues advisories/warnings rose by 15%, while those who stated HAMP advocates for air quality control increased from 2% in 2022 to 13% in 2024. With the exception of those who were unsure or did not know, most responses showed an upward trend compared to the previous survey.

What Does Heartland Air Monitoring Partnership do?

Legend: 2024, 2022, 2019

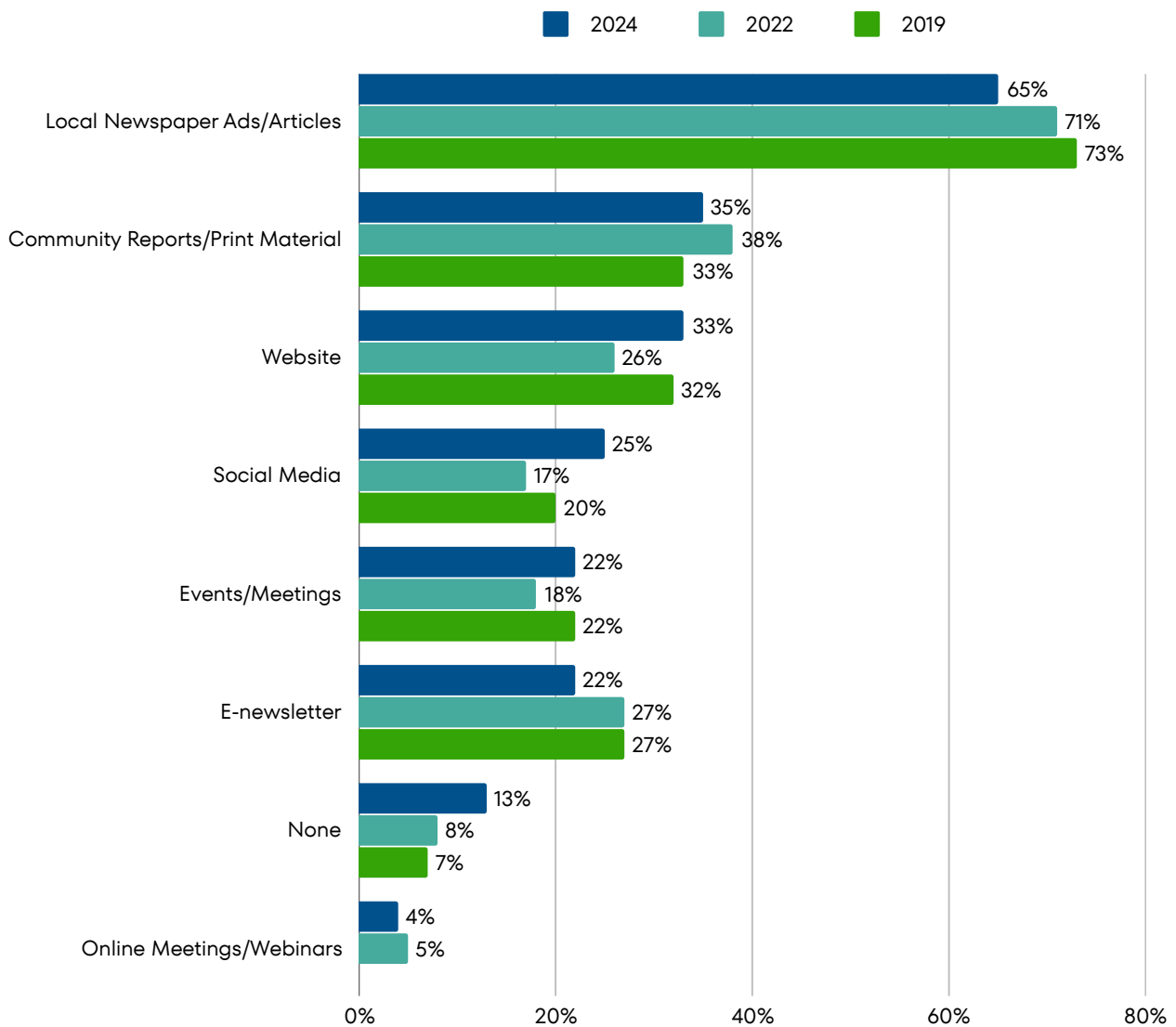| Category	2024	2022	2019
Monitors and Reports on Air Quality	82%	80%	85%
Makes Air Quality Info Publicly Available	34%	18%	19%
Provides air quality education/awareness	22%	10%	10%
Issues Advisories/Warnings	19%	4%	6%
Advocates for Air Quality Control	13%	2%	5%
Don't Know/Not Sure	8%	9%	16%

n = 181

Those who provided an opinion on what HAMP does (166 respondents) were asked which HAMP information resources they have seen or accessed in the past. A list was read to them and multiple choices were permitted. Local newspaper advertisements or articles were the most widely seen (65%) followed by HAMP print materials (35%), HAMP's website (33%) and HAMP's social media (25%).

Compared to 2022, the website increased by 7% as a resource accessed by respondents, while print products decreased by 3%. Local newspaper ads/articles have continued to decline as an accessed source of information. 4% of respondents said they accessed information from online meetings/webinars, remaining relatively the same from 2022, when it was at 5%.

Heartland Air Monitoring Partnership Information Resources Seen or Accessed

Legend: 2024, 2022, 2019

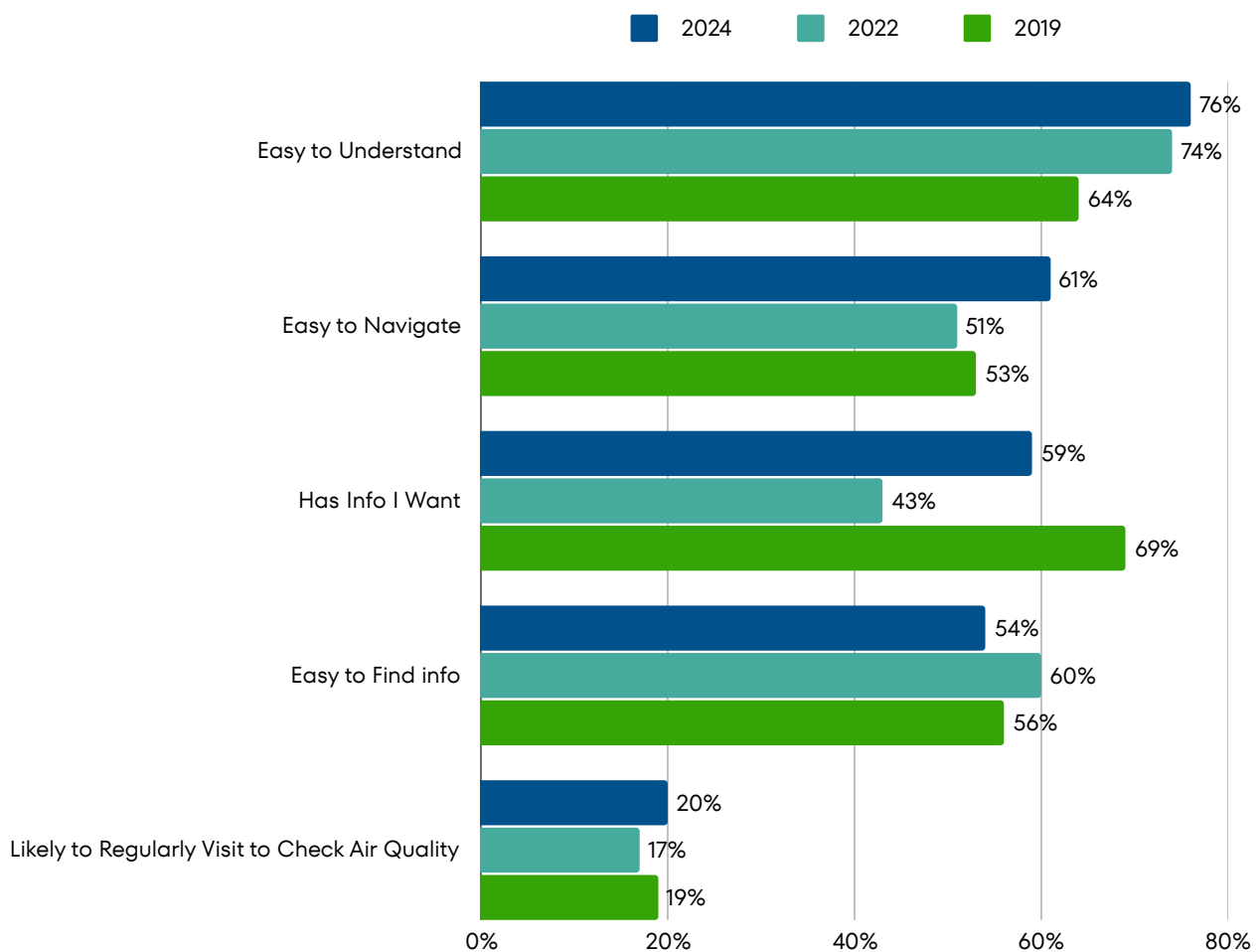| Resource	2024	2022	2019
Local Newspaper Ads/Articles	65%	71%	73%
Community Reports/Print Material	35%	38%	33%
Website	33%	26%	32%
Social Media	25%	17%	20%
Events/Meetings	22%	18%	22%
E-newsletter	22%	27%	27%
None	13%	8%	7%
Online Meetings/Webinars	4%	5%	

n = 166

Respondents who had mentioned the HAMP website as an information source (54) were asked about their satisfaction with various aspects of the site.

Just over three-quarters of respondents (76%) indicated the website was easy to understand, an upward trend that has continued since 2019 when this number was at 64%. A majority also felt the website was easy to navigate (61%) and had all the information they wanted (59%). Compared to 2022, these numbers grew by 10% and 16% respectively. However, there was a notable drop in the percentage of respondents who said it was easy to find information on the website. While 60% agreed with this statement in 2022, only 54% said the same in 2024.

The percentage of people who indicated they were likely to regularly visit the website to check air quality conditions (20%) reversed its downward trend when compared to previous surveys.

Heartland Air Monitoring Partnership Website

Legend: ■ 2024　■ 2022　■ 2019

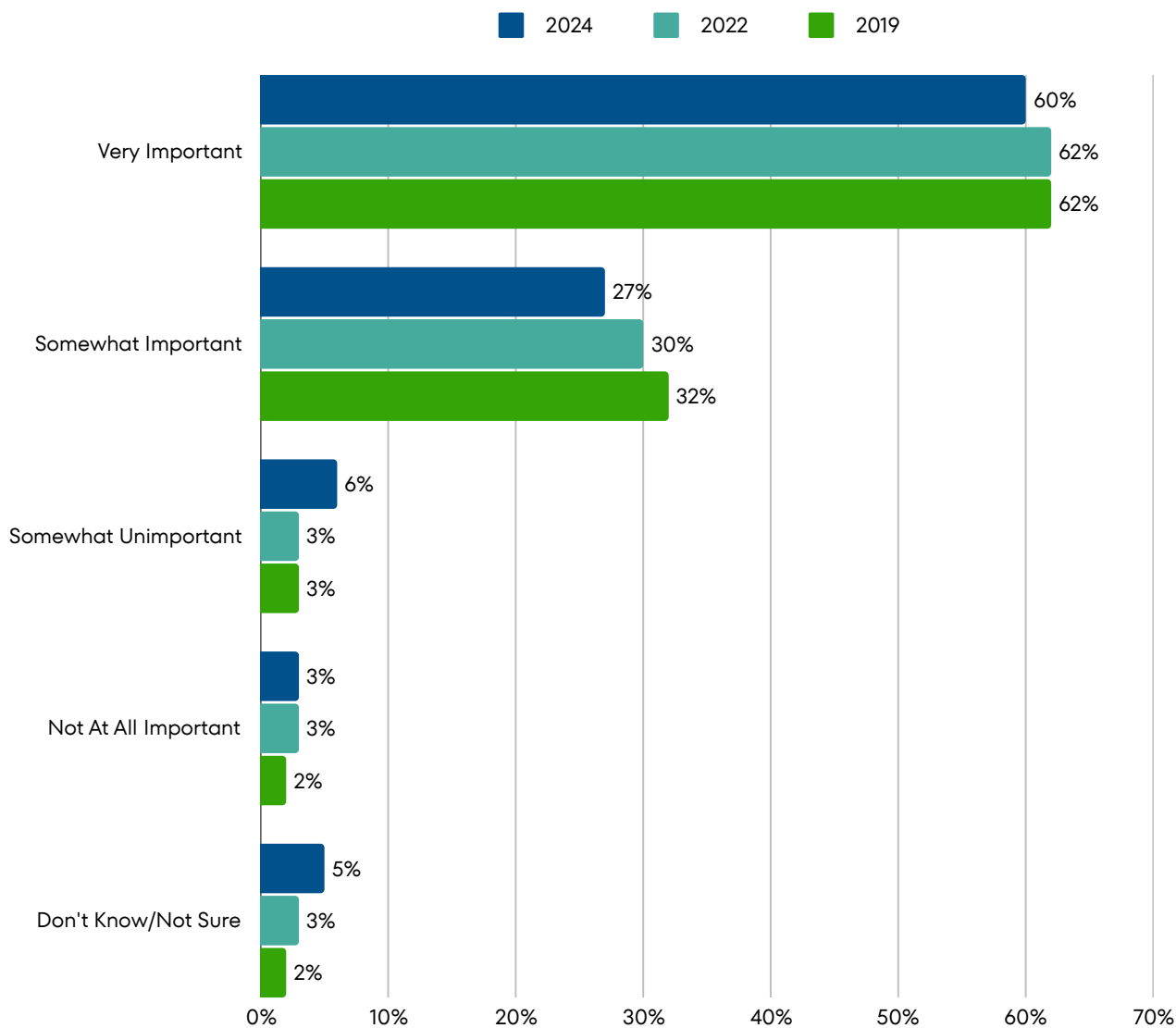| Category	2024	2022	2019
Easy to Understand	76%	74%	64%
Easy to Navigate	61%	51%	53%
Has Info I Want	59%	43%	69%
Easy to Find info	54%	60%	56%
Likely to Regularly Visit to Check Air Quality	20%	17%	19%

n = 54

All 400 respondents were then told *"Heartland Air Monitoring 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 (87%) felt the organization was very or somewhat important. This is a decrease of 5% compared to 2022 and 7% when compared to 2019. Only 9% felt it was somewhat unimportant or not important at all.

Importance of Heratland Air Monitoring Partnership

Legend: ■ 2024 ■ 2022 ■ 2019

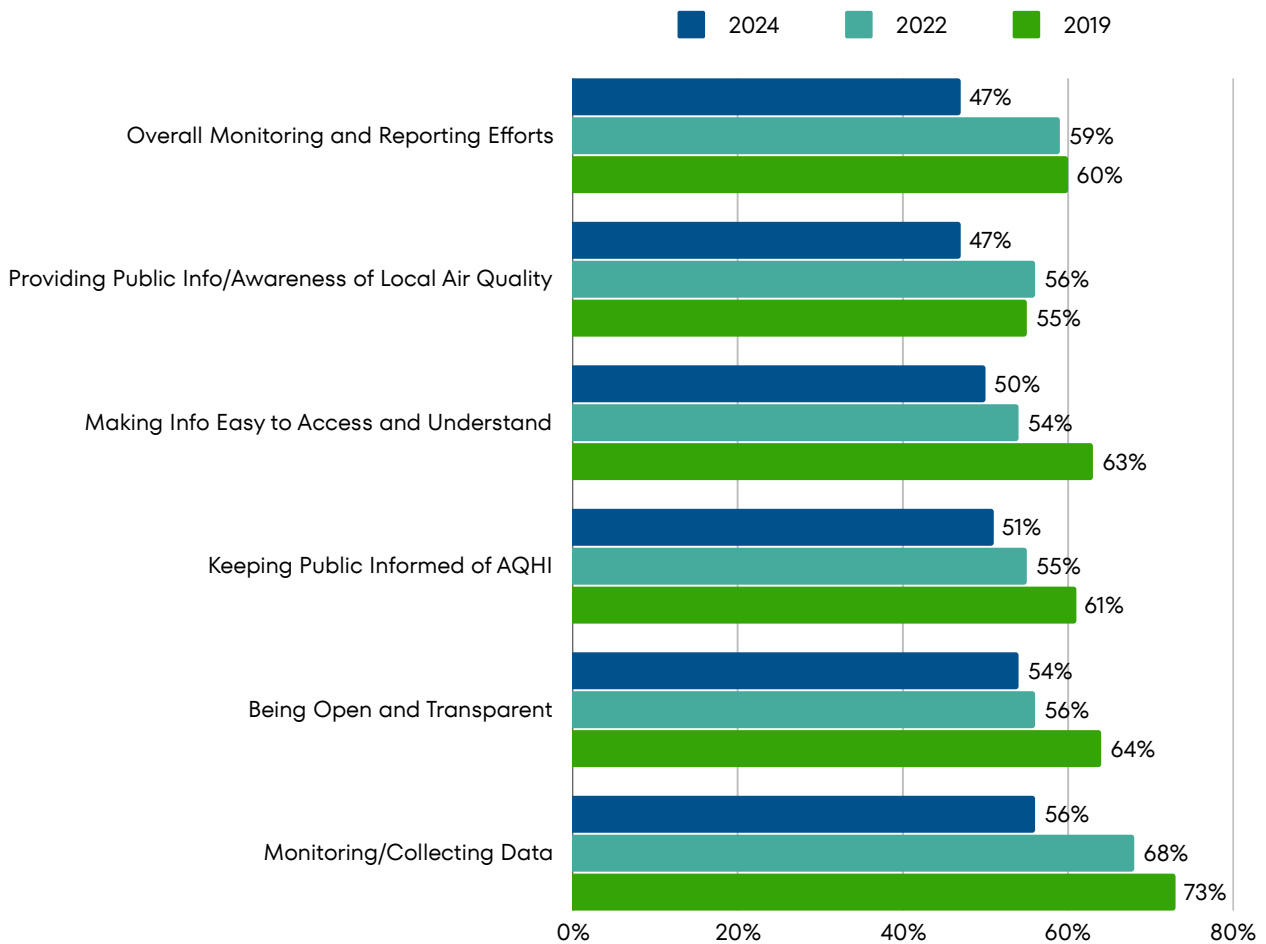| Category	2024	2022	2019
Very Important	60%	62%	62%
Somewhat Important	27%	30%	32%
Somewhat Unimportant	6%	3%	3%
Not At All Important	3%	3%	2%
Don't Know/Not Sure	5%	3%	2%

Having been read an explanation of what HAMP is and does, all respondents were asked about their level of satisfaction with HAMP's work in a number of key areas. A list was read to them.

About half of the respondents who shared their opinions were very or somewhat satisfied with HAMP in each key area. Generally, the satisfaction levels in 2024 were significantly lower compared to 2022. Respondents were most satisfied with HAMP's efforts to monitor and collect data on local air quality (56% were very or somewhat satisfied). They had the least satisfaction with HAMP's work in overall monitoring and reporting efforts (47% were very or somewhat satisfied).
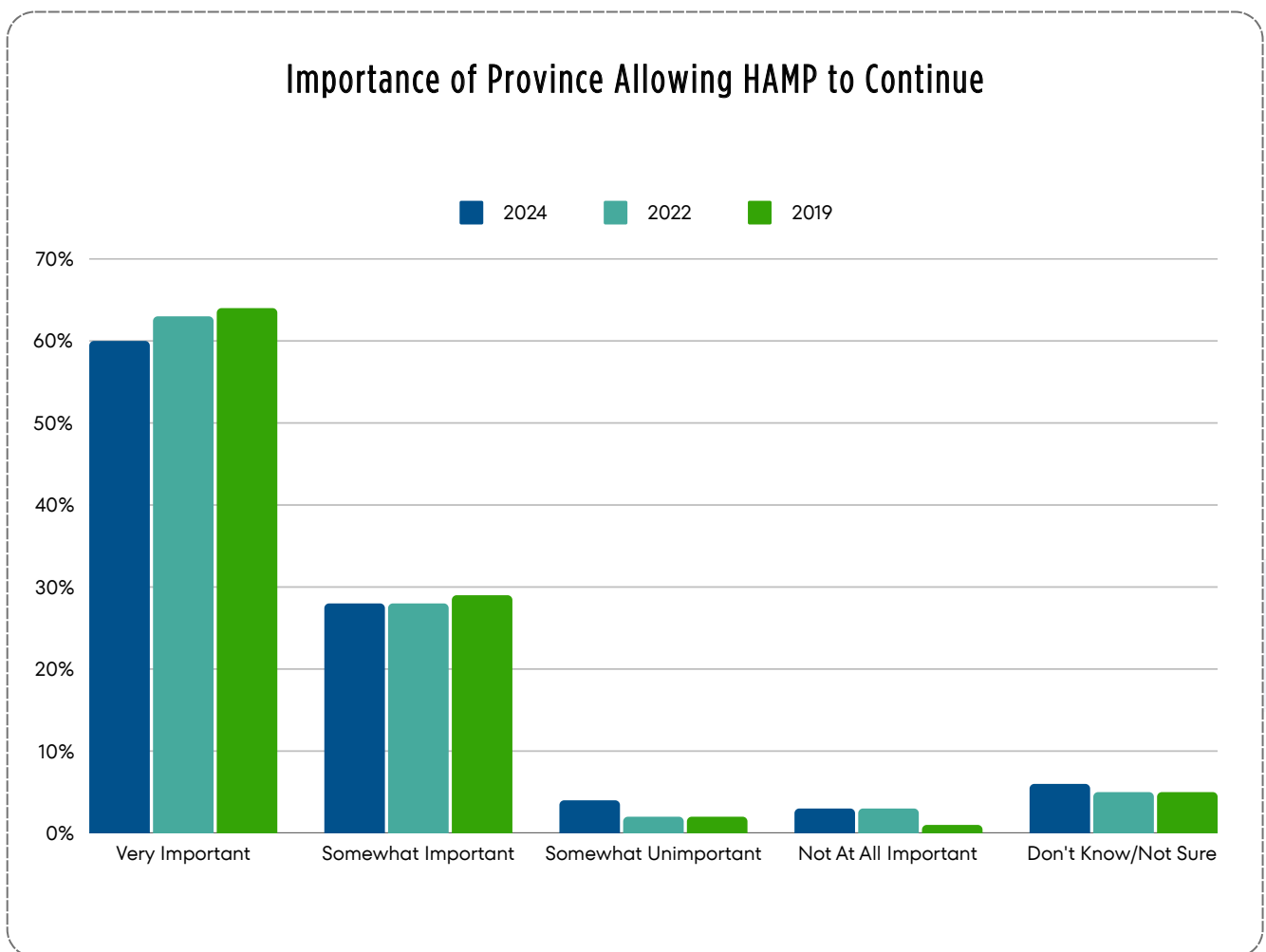
Keeping the public informed of AQHI was the key area with the highest percentage of respondents who were very or somewhat dissatisfied with HAMP (15%).

Satisfaction with Heartland Air Monitoring Partnership Activities

Legend: ■ 2024 ■ 2022 ■ 2019

| Activity	2024	2022	2019
Overall Monitoring and Reporting Efforts	47%	59%	60%
Providing Public Info/Awareness of Local Air Quality	47%	56%	55%
Making Info Easy to Access and Understand	50%	54%	63%
Keeping Public Informed of AQHI	51%	55%	61%
Being Open and Transparent	54%	56%	64%
Monitoring/Collecting Data	56%	68%	73%

The next question asked: *"Alberta Environment and Parks monitors, evaluates and reports on environmental impactsto air, water, land and biodiversity in the province. How important would you say it is for Alberta Environment and Parks to allow local organizations like Heartland Air Monitoring Partnership to continue managinglocal air monitoring and reporting as per provincial guidelines?"*

A large majority (88%) felt it was very or somewhat important for Alberta Environment and Parks to allow HAMP to continue its work. This was a slightly lower level of support (down 3%) than recorded in previous surveys.

Importance of Province Allowing HAMP to Continue

Legend: 2024, 2022, 2019

Category	2024	2022	2019
Very Important	60%	63%	64%
Somewhat Important	28%	28%	29%
Somewhat Unimportant	4%	2%	2%
Not At All Important	3%	3%	1%
Don't Know/Not Sure	6%	5%	5%

All respondents were asked if they would like to receive periodic information about air quality in their area from HAMP. A quarter (25%) said yes and provided contact information. This was an 11% decrease from 2022.

Receive Periodic Information from HAMP
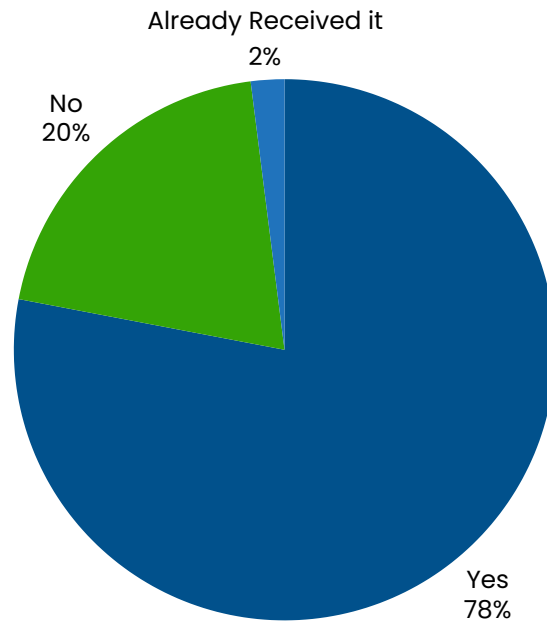
Already Received it
2%

No
20%

Yes
78%

Those who agreed to receive information from HAMP or are already receiving information from the organization were also asked if they would be interested in becoming a public member of the HAMP Board.Only one person said yes this time and provided their contact information. Twenty-five people said yes in 2022.
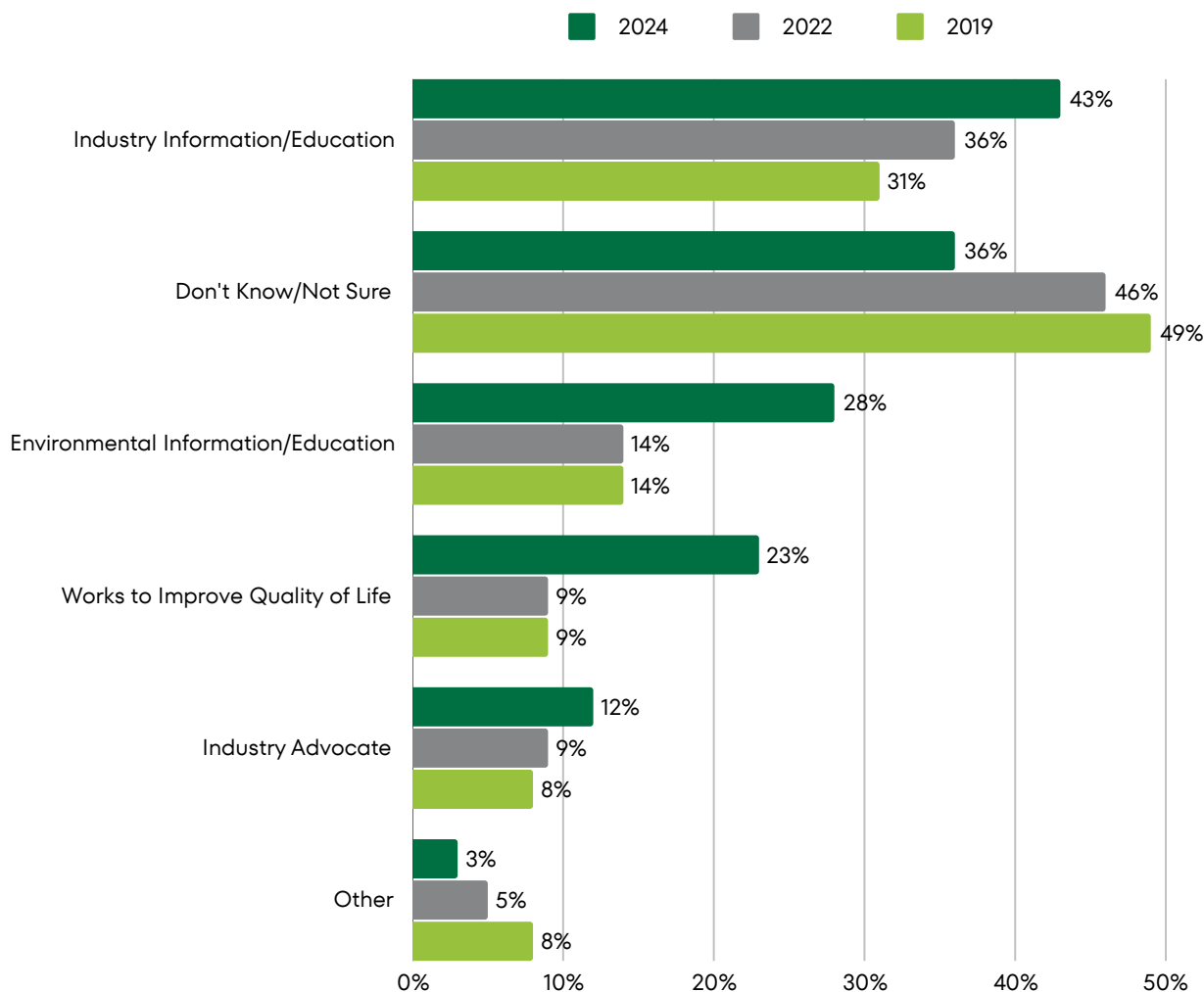
Life in the Heartland

The questionnaire then asked respondents a series of questions about Life in the Heartland (LITH). This portion of the survey began by asking all respondents if they had ever heard of an organization called Life in theHeartland. Nearly a third of respondents (30%) said they had heard of LITH. This was a 13% decrease from 2022 and 5% from 2019.

Heard of Life in the Heartland?
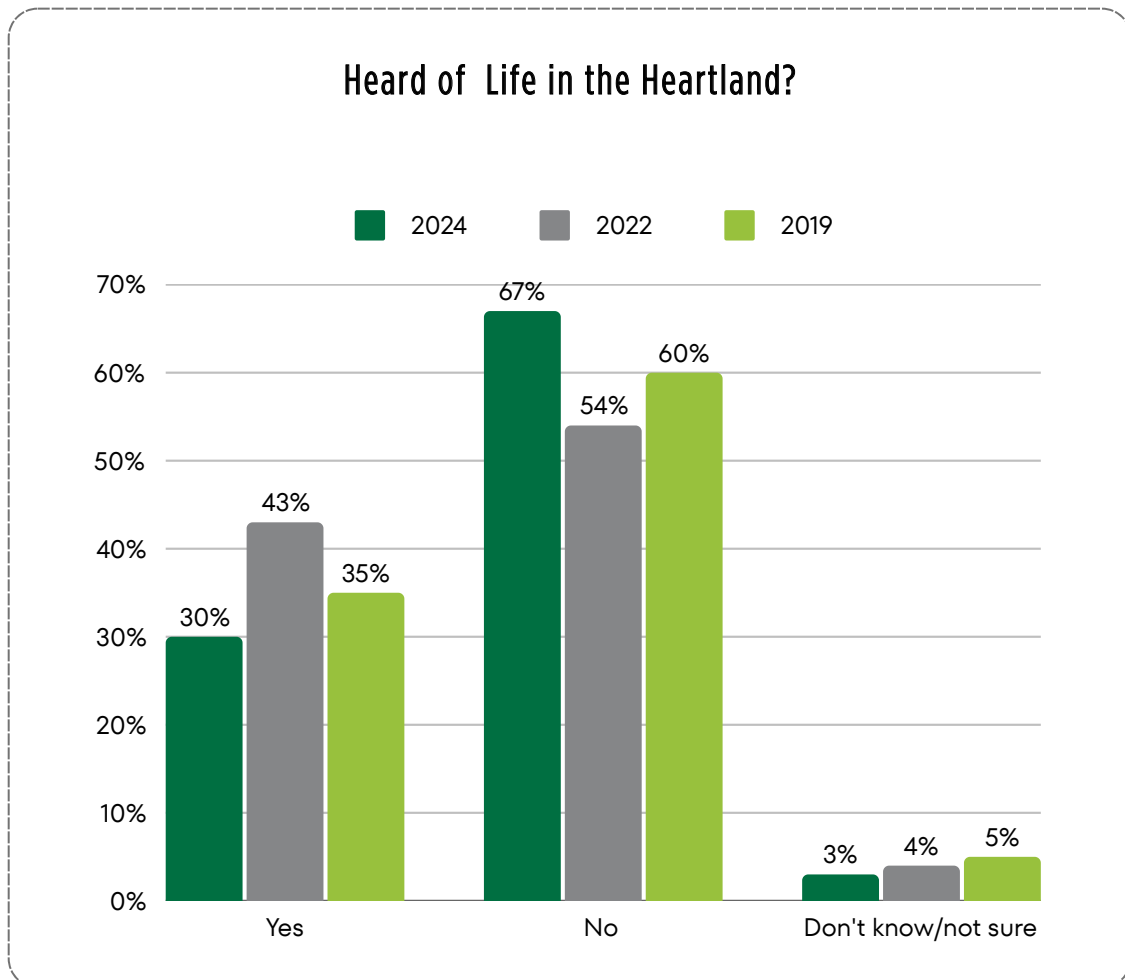
Those who were aware of LITH (121 respondents) were asked what the organization did. Respondents were permitted multiple responses but were not read a list of options.

A large majority (71%) said the organization provides information/education about industrial activity and environmental issues in Alberta's Industrial Heartland. This was a 21% increase compared to 2022. The number of people aware that LITH provides industry information and/or education continues to trend positively upward compared to previous surveys.

What Does Life in the Heartland Do?

Legend: ■ 2024 ■ 2022 ■ 2019

Industry Information/Education
- 2024: 43%
- 2022: 36%
- 2019: 31%

Don't Know/Not Sure
- 2024: 36%
- 2022: 46%
- 2019: 49%

Environmental Information/Education
- 2024: 28%
- 2022: 14%
- 2019: 14%

Works to Improve Quality of Life
- 2024: 23%
- 2022: 9%
- 2019: 9%

Industry Advocate
- 2024: 12%
- 2022: 9%
- 2019: 8%
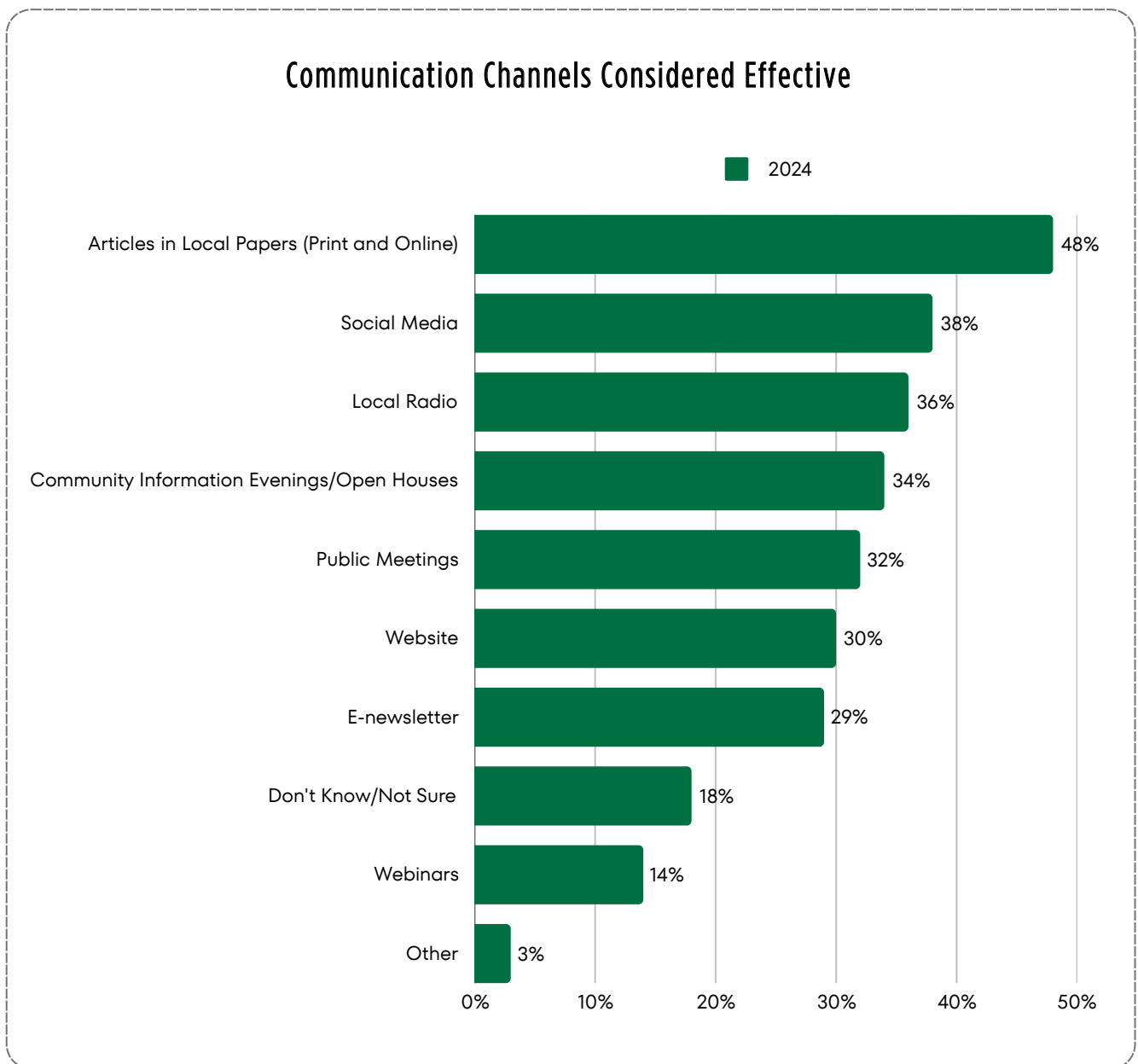
Other
- 2024: 3%
- 2022: 5%
- 2019: 8%

n = 121

All respondents were then told 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. Having been read this explanation of what LITH is and does, they were then asked what communication channels they would say are most effective for engaging with residents. A list was read to them, and multiple responses were permitted. In 2022, respondents who knew what LITH is and does were asked which LITH information resources they had seen or accessed in the past, so data comparisons cannot be provided for that survey.

Local newspaper articles were said to be effective by 48% of the respondents, followed by social media (38%), local radio (36%), LITH's community information evenings (34%), and public meetings (32%).

30% of respondents said they considered the website to be an effective communication channel, while 29% said the same of the e-newsletter.

Communication Channels Considered Effective

■ 2024

| Channel	%
Articles in Local Papers (Print and Online)	48%
Social Media	38%
Local Radio	36%
Community Information Evenings/Open Houses	34%
Public Meetings	32%
Website	30%
E-newsletter	29%
Don't Know/Not Sure	18%
Webinars	14%
Other	3%

They were then asked what the most critical areas would be for LITH to focus on for effective public engagement with residents on industrial operations and development in Alberta's Industrial Heartland. They were permitted multiple responses but were not read a list of options. This question was not asked in 2022.
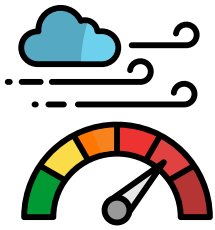
Air and water quality was cited by a majority of respondents (56%) as a critical area for effective public engagement, followed by health impacts (52%), impacts on environment/sustainability (49%), industry emergency response/safety plans (45%) and economic benefits (44%).

Rounding out the list of areas regarded as critical by respondents are updates on new and existing industry projects/developments (43%), industry's community investment (40%), greenhouse gas emissions (35%), and industrial traffic, noise and light at 35%.

Critical Areas for Effective Public Engagement

2024

Area	Percentage
Air and Water Quality	56%
Health Impacts	52%
Impacts on Environment/Sustainability	49%
Industry Emergency Response/Safety Plans	45%
Economic Benefits	44%
Updates on New and Existing Industry Projects/Development	43%
Industry's Community Investment	40%
Greenhouse Gas Emissions	35%
Industrial Traffic, Noise and Light	35%
Don't Know/Not Sure	26%
Other	1%
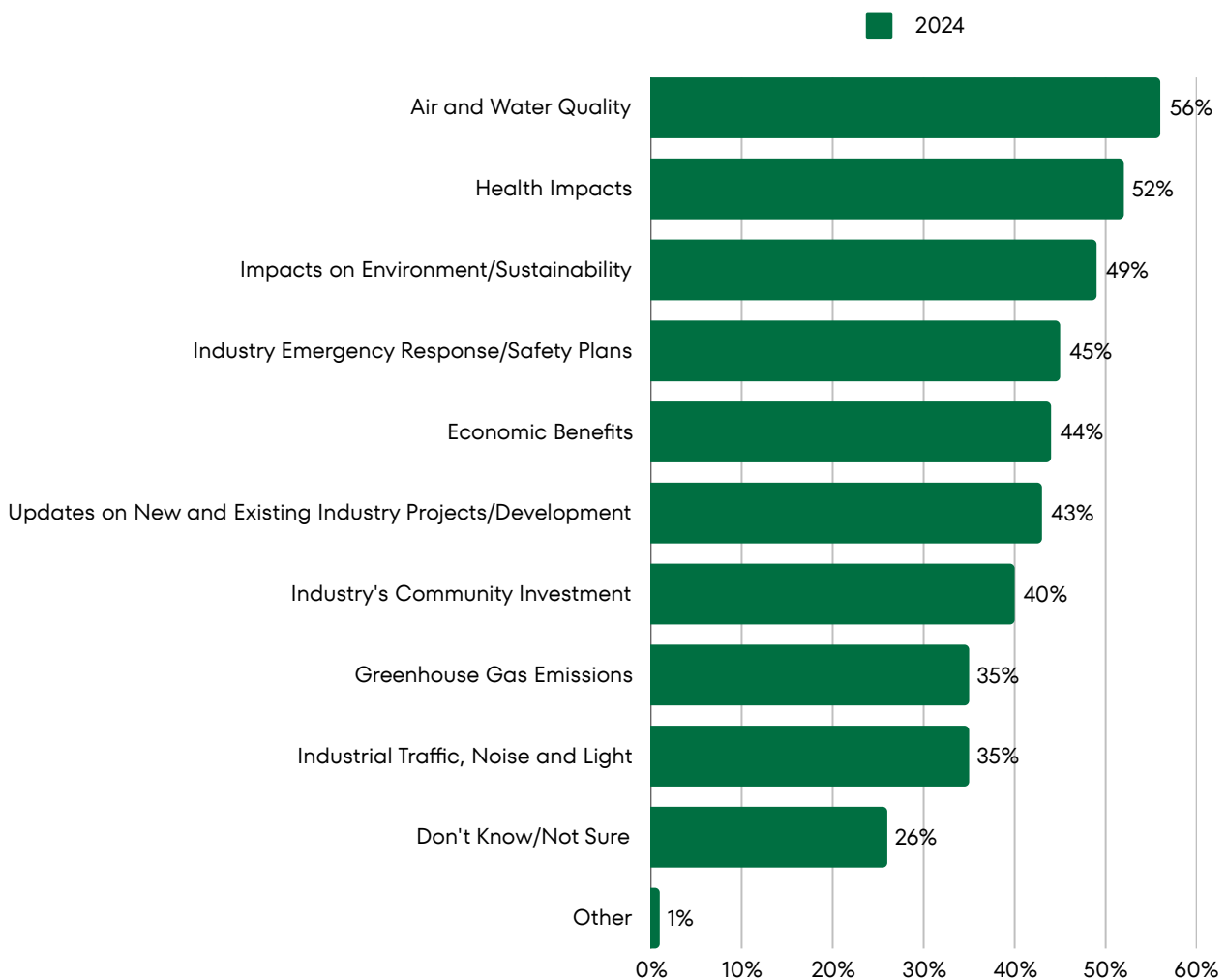
Respondents were then asked if they would like to receive periodic information from Life in the Heartland. More than nine in ten (91%) said yes and provided contact information. This was a significant (52%) increase from 2022.
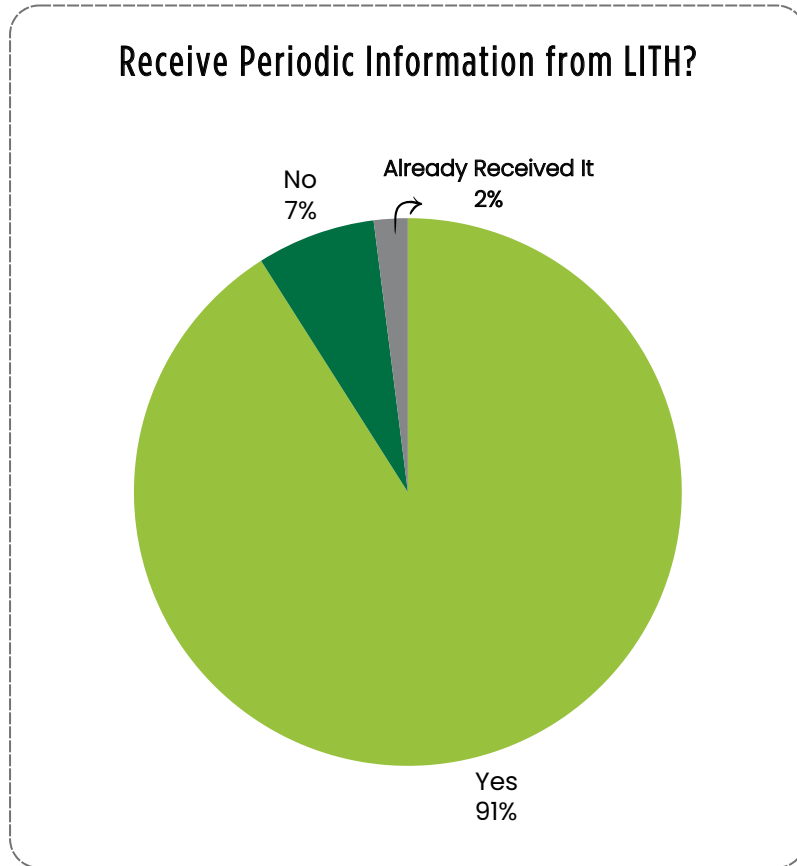
Appendix A

Telephone Survey Questionnaire

Telephone Survey Questionnaire

Sample Size & Quotas

- 400 in HAMP's air shed (includes Industrial Heartland Region)
- Include the northern portion of T5Y
- Gender quota – 50/50 split
- Age quota – 18-34 (35%), 35-54 (35%), 55+ (30%)
- 18+ only
- Maximum of 50% from City of Fort Saskatchewan

Questions

A. ENTER GENDER: NA: this is not asked.
  1. Male
  2. Female

Good afternoon/evening. My name is _____.I'm with Trend Research, an Edmonton public opinion research firm. We're conducting a research study with individuals 18 and older regarding industrial development, air quality and related issues in your area. 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 18 – 20 minutes to answer a few questions for me?

B. To ensure you are eligible to participate in the survey, could you please tell me which of the following age categories includes you?

  A. 18 to 34
  B. 35 to 54
  C. 55 and older
    DO NOT READ
  D. Don't know/refused – THANK AND CLOSE

General

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

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
     I. Employment opportunities
     J. Community investment
     K. Greenhouse gas emissions

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
     I. Employment opportunities
     J. Community investment
     K. Greenhouse gas emissions

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. Online meetings/webinars
    K. Other (DO NOT SPECIFY)
    L. 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
    J. Online meetings/webinars

12. In an emergency situation that has an 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/apps
    E. Regional Information Update Line
    F. Social Media (Twitter/Facebook)
    G. Other (SPECIFY)

13. If you were driving in an area where an emergency occurred, which two of the following methods would most effectively notify you? READ LIST. ONLY TWO RESPONSES ALLOWED.

    A. Local radio
    B. Satellite radio
    C. Warning/Emergency ahead signs
    D. Wireless alerts to cell phones or other mobile devices
    E. First responder roadblocks
    F. Other (please specify)

14. Are you personally aware of a safety action called Shelter in Place?
    A. Yes
    B. No
    C. Don't know/not sure

If Answered YES – In what situations would you shelter in place? RECORD Answers

15. Now, I would like to ask you two questions about emergency preparedness. How prepared would you say your household is to look after its immediate needs for 72 hours in the event of an emergency?

    A. Very prepared
    B. Somewhat prepared
    C. Not very prepared
    D. Not prepared at all
       DO NOT READ
    E. Don't know/not sure

16. In the event of a community evacuation, tell me how prepared your household is to evacuate with an emergency kit of essentials, such as food, water, clothing, medications and important documents, ready to go? READ LIST. ONE RESPONSE ONLY.

    A. Very prepared
    B. Somewhat prepared
    C. Not very prepared
    D. Not prepared at all
       DO NOT READ
    E. Don't know/not sure

(If not very prepared) "What are the main reasons your household is not prepared for an emergency?" RECORD answers.

Heartland Air Monitoring Partnership

17. Now I'd like to ask you some questions about a specific organization. Have you ever heard of an organization called Fort Air Partnership or Heartland Air Monitoring Partnership. The reason I am mentioning two names is because the Fort Air Partnership was recently renamed the Heartland Air Monitoring Partnership to better reflect the region in which it monitors air quality.

    A. Yes
    B. No – GO TO Q. 21
    C. Don't know/not sure – GO TO Q. 21

18. As far as you know, what does Heartland Air Monitoring Partnership do? DO NOT READ. MULTIPLE RESPONSES PERMITTED.

    A. Monitors and reports on air quality in and around Alberta's Industrial Heartland region
    B. Advocates for more strident air quality control
    C. Provides education and awareness about local air quality.
    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. 21

19. I am going to read you a list of information resources that Heartland Air Monitoring Partnership produces. Please tell me which of these you have seen or accessed in the past? READ LIST MULTIPLE RESPONSES PERMITTED.

    A. Website – Anyone who mentions website GO TO Q. 20. All others GO TO Q. 21.
    B. Electronic newsletter
    C. Local newspaper advertisements or articles
    D. Community reports or other print materials
    E. Community events, face-to-face meetings or discussions with Heartland Air Monitoring Partnership representatives
    F. Social media like Facebook or Twitter
    G. Online meetings/webinars
    H. Other (SPECIFY)
    I. None of the above

20. Thinking about the Heartland Air Monitoring Partnership website, please tell me how much you agree or disagree with the following statements, using a 5-point scale where 1 means strongly disagree and 5 means strongly agree.

    A. The website is easy to navigate.
    B. Website content is easy to understand.
    C. I can easily find what I am looking for.
    D. The website has all of the information I want about local air quality.
    E. I am likely to regularly visit the website to check on air quality conditions.
    F. I access HAMP information through social media including Facebook and Instagram.

21. Heartland Air Monitoring 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

22. I am going to read you some statements regarding your level of satisfaction with Heartland Air Monitoring 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 Heartland Air Monitoring Partnership's work in the following areas:
NOTE: INCLUDE DON'T KNOW/NOT SURE IN POSSIBLE RESPONSE TO EACH STATEMENT

    A. Monitoring and collecting data on local air quality
    B. Providing public information and raising awareness of local air quality
    C. Keeping the public informed of Air Quality Health Index levels
    D. Being an open and transparent organization
    E. Making air quality information easy to access and to understand
    F. Heartland Air Monitoring Partnership's overall monitoring and reporting efforts

23. Alberta Environment and Parks monitors, evaluates and reports on environmental impacts to air, water, land and biodiversity in the province. How important would you say it is for Alberta Environment and Parks to allow local organizations like Heartland Air Monitoring 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

24. Have you ever heard of Life in the Heartland?

    A. Yes
    B. No – GO TO Q. 26
    C. Don't know/not sure – GO TO Q. 26

25. 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

26. Life in the Heartland is an initiative that provides information and improves communications with residents about industrial operations and development in Alberta's Industrial Heartland. What communication channels would you say are most effective for engaging with residents? READ LIST. MULTIPLE RESPONSES PERMITTED.

   A. Website
   B. E-newsletter
   C. Local radio
   D. Social media (Facebook, LinkedIn, or X/Twitter)
   E. Community Information Evenings/Open houses hosted by Life in the Heartland
   F. Public meetings
   G. Webinars
   H. Articles in local papers (print and online publications)
   I. Other (specify)

27. What are the most critical areas for Life in the Heartland to focus on for effective public engagement with residents on industrial operations and development in Alberta's Industrial Heartland? DO NOT READ. MULTIPLE RESPONSES PERMITTED.

   A. Impacts on the environment and sustainability
   B. Industry emergency response and safety plans
   C. Economic benefits
   D. Health impacts
   E. Industry's community investment
   F. Air and water quality
   G. Updates on new and existing industry projects/Industrial development
   H. Traffic, noise, and light from industrial operations
   I. Greenhouse gas emissions
   J. Other (specify)

28. Would you like to receive periodic information and updates from Life in the Heartland?

   A. Yes
   B. No – GO TO Q. 30
   C. Not sure
   D. Already receive it – GO TO Q. 30

29. May I get your name and e-mail address so that Life in the Heartland can send you their e-newsletter to provide updates?

    Name: _____

    E-mail: _____

30. Would you like to receive periodic information about air quality in your area from Heartland Air Monitoring Partnership?

    A. Yes

    B. No – GO TO Q. 32

    C. Not sure

    D. Already receive it – GO TO Q. 32

31. May I get your name and an e-mail address so that Heartland Air Monitoring Partnership can provide you with updates?

    Name: _____

    E-mail: _____

32. Would you be interested in becoming a public member of the Heartland Air Monitoring Partnership Board of Directors?

    A. Yes

    B. No – GO TO Q. 34

    C. Not sure

33. May I get your name, e-mail address and phone number so that Heartland Air Monitoring Partnership can contact you?

    Name: _____

    E-mail: _____

    Phone number: _____

DEMOGRAPHICS:

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

34. 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

35. 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)

36. 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.

A Public Perception Survey Report For:

Life IN THE HEARTLAND

Heartland Air Monitoring Partnership
We Monitor the Air You Breathe

NORTHEAST REGION caer
ESTABLISHED 1991

Prepared by **Marcomm Works**

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