



2015 Emergency Management and Preparedness  
Final Report

May 29, 2015



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## 1.0 SUMMARY OF FINDINGS

Banister Research and Consulting Inc. was contracted by Strathcona County to conduct the 2015 Emergency Management and Preparedness Survey. A total of 400 surveys were completed with residents of Strathcona County via telephone; results provide a margin of error no greater than  $\pm 4.9\%$  at the 95% confidence level, or 19 times out of 20. Key findings from the 2015 survey included:

### Disaster and Major Emergency Risk

- Respondents were asked to rate how great of a risk they perceived for each type of disaster, using a scale of 1 to 5, where 1 meant “no risk” and 5 meant “great risk.” Disasters or major emergencies that were perceived to have the highest level of risk included:
  - Severe winter storms (44% of respondents provided a rating of 4 or 5 out of 5);
  - Severe summer storms (38%);
  - Industrial facility chemical release, fire, or explosion (37%); and
  - Tornados (34%).
- Conversely, disasters that were less frequently perceived to be of great risk included the following:
  - Flooding (17% of respondents provided a rating of 4 or 5 out of 5);
  - Infectious disease outbreaks (17%); and
  - Wildfires (16%).
- Using the same scale of 1 to 5, respondents were next asked how much of a risk they felt a disaster or major emergency would pose to the following:
  - The natural environment (33% of respondents felt that a disaster would pose a great risk, providing a rating of 4 or 5 out of 5);
  - Their community (29%); and
  - Their household (17%).
- Respondents were next asked, on an aided basis, if they were aware of two (2) different aspects of Strathcona County’s efforts in preparedness concerning disaster or major emergencies. Over two-thirds of the respondents surveyed reported being aware of the following:
  - That Strathcona County has a public emergency alerting system (73%, comparable to 76%, in 2014); and
  - That Strathcona County has an emergency or disaster plan (69% a decrease from 74% in 2014).

- Over half of the respondents surveyed (60%, a *significant increase* from 50% in 2014) reported that, in the past 12 months, they had seen or heard messages encouraging people in their community to be prepared for emergency situations.
  - Those who reported having seen or heard messaging to be prepared for emergency situations (n=238) were asked if they had seen or heard this information from a variety of sources (i.e., on an aided basis). Sources that respondents most often reported having received information from included the following:
    - In the newspaper (37%, a *significant decrease* from 57% in 2014);
    - On the internet (30%, a *significant increase* from 21% in 2014);
    - On the radio (26%, comparable to 23% in 2014); and
    - Television (25%, comparable to 29% in 2014).
- The vast majority of respondents (94%) were familiar with the term *evacuation*. Over half of the respondents (60%) were familiar with the term *go bag*, *72 hour bag*, or *emergency preparedness bag*. When asked if they were familiar with the term *shelter-in-place* (i.e., remaining inside ones' home or office for protection from a hazardous outdoor atmosphere), 38% of the respondents, comparable to 40% in 2014, recalled having heard of it.

### Preparedness

- Fifty-five percent (55%) of respondents felt that *Strathcona County* is “somewhat prepared” or “very prepared” for a major emergency or disaster.
- Fifty-one percent (51%) of respondents felt that *they* are “somewhat prepared” or “very prepared” for a major emergency or disaster.
- When asked which activities they, or their family, have completed in preparation for disasters or major emergencies, at least one-third of the respondents reported having done each of the following:
  - Ensured that they have 72 hours of non-perishable food and water (64%);
  - Prepared their household to handle emergencies without outside assistance for 72 hours (41%, a *significant decrease* from 54% in 2014);
  - Ensured familiarity with the emergency plans at their workplace (40%); and
  - Developed an effective plan for sheltering-in-place (33%, comparable to 29% in 2014).

- Respondents were asked to rate the extent to which they agreed or disagreed that emergency preparedness is the responsibility of each of five (5) parties: respondents and their households; Strathcona County Emergency Services; and the three (3) levels of government. The percent of respondents who agreed (using a scale of 1 to 5, where 1 meant “strongly disagree” and 5 meant “strongly agree”) that each party is responsible is as follows:
  - Strathcona County Emergency Services (81% of respondents provided ratings of 4 or 5 out of 5; consistent with 2014 results);
  - Respondents and their household members (78%, comparable to 77% in 2014);
  - The Municipal government (78%, comparable to 76% in 2014);
  - The Provincial government (76%, comparable to 75% in 2014); and
  - The Federal government (66%, comparable to 64% in 2014).
- Respondents were asked to rate their likelihood of evacuating during a major emergency or disaster, if asked to by authorities, using a scale of 1 to 5, where 1 meant “very unlikely” and 5 meant “very likely.” Over 9 in 10 respondents (91%) would be likely to evacuate, providing ratings of 4 or 5 out of 5 (comparable to 89% as reported in 2014).
- Using the same scale of 1 to 5, respondents were next asked how likely they would be to *shelter-in-place*, if asked to by authorities; 93% reported that they would be likely (ratings of 4 or 5 out of 5), a *significant increase* from 88%, as reported in 2014.
- When asked if they have received any information regarding measures to mitigate the impacts of a disaster or major emergency, 38% of the respondents reported that they had.
  - Those who received information (n=150) were asked which sources they had received their information from, on an aided basis. Nearly half of the respondents (46%) reported receiving information from Strathcona County Emergency Services, while 20% received information from the Provincial government, and 15% received information from an online or internet resource.
- When asked if they have received any training regarding measures to mitigate the impacts of a disaster or major emergency, 41% of the respondents reported that they had.
  - Those who received training (n=163) were asked which sources they had received their training from, on an aided basis. Fourteen percent (14%) of the respondents reported receiving training from a private contractor, followed by 10% who received training from the Provincial government, Strathcona County Emergency Services, or a non-profit organization.

- All respondents were next asked if they, or another member of their household, would be interested in free disaster or emergency preparedness training; 46% of the respondents (a *significant decrease* from 65% in 2014) reported that they would, while 48% would not.
- Using a scale of 1 to 5, where 1 meant “very unprepared” and 5 meant “very prepared,” respondents were asked how prepared they felt they were for a major emergency or disaster. More than half of the respondents (54%) felt that they were prepared.

### Public Emergency Notification

- Using a scale of 1 to 5, where 1 meant “very ineffective” and 5 meant “very effective,” respondents were then asked to rate the effectiveness of a list of methods for the quick and effective communication of critical information prior to, or during, a disaster. Methods that respondents considered to be the most effective (ratings of 4 or 5 out of 5) included:
  - Direct contact from emergency responders (78% a *significant increase* from 71% in 2014);
  - Community sirens and public address systems (72%);
  - Cell phones (65%, an increase from 60% in 2014); and
  - Radio stations (63%, a *significant decrease* from 77% in 2014).
- Methods that respondents were least likely to consider to be effective included:
  - Social media (35% rated as effective, comparable to 36% in 2014);
  - Internet and/or websites (31%, a decrease from 37% in 2014); and
  - Northeast Region Community Awareness Emergency Response (NRCAER) Update Line (20%, comparable to 19% in 2014).
- When respondents were asked if there was anything else they would like to share concerning their views about disasters or major emergencies, including emergency communications or preparedness, one-quarter of respondents (25%) provided additional comments. Over one-quarter of those who provided additional comments (26%, n=98) indicated they needed more communication and awareness about the plans, or that they were unaware of the plans. Eighteen percent (18%) of respondents were satisfied with the County’s preparedness and awareness they are providing and 15% said that everyone should be prepared for an emergency.

## 2.0 PROJECT BACKGROUND

Banister Research and Consulting Inc. was contracted by Strathcona County to conduct the 2015 Emergency Management and Preparedness Survey. A total of 400 surveys were completed with urban and rural residents to assess perceptions and preparedness regarding disasters and major emergencies in Strathcona County.

The research findings provide Strathcona County with insight into the perceptions and opinions of residents across a number of issues, including:

- Disaster or major emergency risks to their property, community, and natural environment;
- Disaster or major emergency awareness;
- Disaster or major emergency preparedness; and
- Public emergency notification during disasters or major emergencies.

This report outlines the results for the 2015 Strathcona County Emergency Management and Preparedness Survey.

### **3.0 METHODOLOGY**

All components of the project were designed and executed in close consultation with Strathcona County (the Client). A detailed description of each task of the project is outlined in the remainder of this section.

#### **3.1 Project Initiation and Questionnaire Review**

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the Client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The survey instrument was developed in close consultation with Strathcona County. While the 2015 questionnaire was based on the 2014 questionnaire, many modifications were made. These modifications are noted throughout the report. A copy of the final questionnaire is provided in Appendix A.

#### **3.2 Survey Population and Data Collection**

Telephone interviews were conducted from May 6<sup>th</sup> to May 18<sup>th</sup>, 2015, at the Banister Research Call Centre. A total of 400 surveys were completed with urban (n=280) and rural (n=120) Strathcona County residents, aged 18 and older. Results provide a margin of error no greater than  $\pm 4.9\%$  at the 95% confidence level, or 19 times out of 20.

To maximize the sample, up to five (5) call back attempts were made to each listing, prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen (15) minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.



The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 17% response rate and a 68% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

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<b>Summary of Final Call Attempts</b>	
<b>Call Classification:</b>	<b>Number of Calls:</b>
Completed Interviews	400
Busy/No Answer/Answering Machine	1,090
Respondents Unavailable	35
Refusals	896
Fax/Modem/Business/Not-In-Service/Wrong Number	1,009
Language Barrier/Communication Problem	8
Disqualified/Quota Full	26
Appointment Set	34
<b>Total</b>	<b>3,498</b>

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At the outset of the fieldwork, all interviewers and supervisors were given a thorough step-by-step briefing to ensure the successful completion of telephone interviews. To ensure quality, at least 20% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing (CATI) system. Using this system, data collection and data entry were simultaneous, as data was entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions.

### 3.3 Data Analysis

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. After the questionnaires were completed and verified, all survey data was compiled into a computerized database for analysis.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g. length of residency, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

A list of responses to each open-ended question were generated by Banister Research. The lead consultant reviewed the list of different responses to the open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

The detailed data tables have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

## 4.0 STUDY FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables, under a separate cover, provide a detailed analysis of all survey findings. The reader should also note, when reading the report that the term *significant* refers to “statistical significance.” Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

### 4.1 Disaster and Major Emergency Risk

To begin the survey, respondents were asked about their perceived level of risk associated with a variety of disasters and major emergencies, including threats to their community and the extent to which such events are controllable.

First, respondents were asked to rate how great of a risk they perceived for each type of disaster, using a scale of 1 to 5, where 1 meant “no risk” and 5 meant “great risk.” Disasters or major emergencies that were perceived to have the highest level of risk included:

- Severe winter storms (44% of respondents provided a rating of 4 or 5 out of 5);
- Severe summer storms (38%);
- Industrial facility chemical release, fire, or explosion (37%); and
- Tornados (34%).

Conversely, disasters that were less frequently perceived to be of great risk included the following:

- Flooding (17% of respondents provided a rating of 4 or 5 out of 5);
- Infectious disease outbreaks (17%); and
- Wildfires (16%).

See Figure 1, on the following page, and Table 1, on page 13.

Please note that in 2014, the same question was asked using a 7 point scale, preventing comparability of the data.

Figure 1

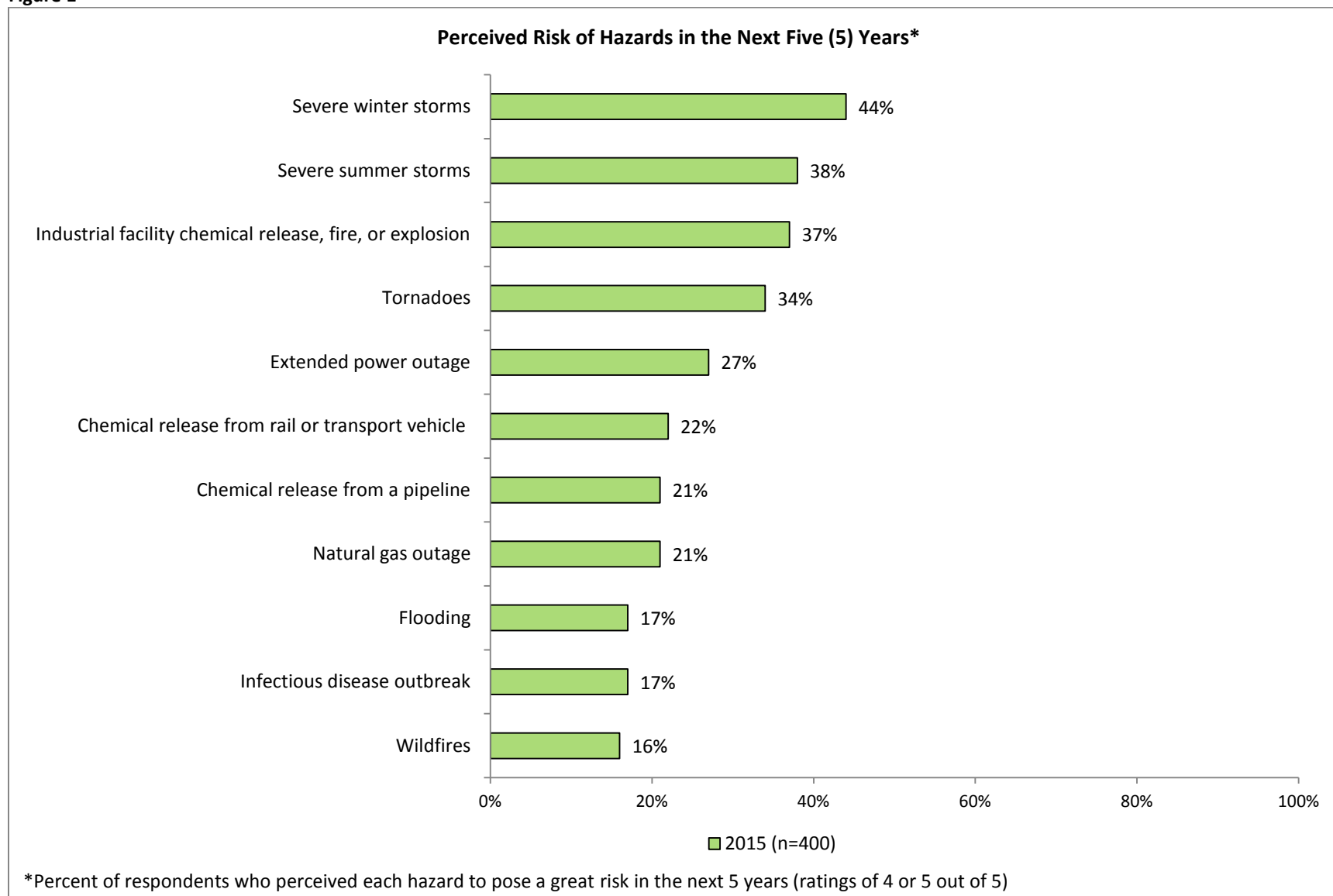


Table 1

Perceived Risk of Natural Hazards in the Next Five (5) Years							
	Percent of Respondents (n=400)						
	(1) No Risk	(2)	(3)	(4)	(5) Great Risk	No Opinion	Mean (out of 5)
Severe winter storms	11	13	32	28	16	<1	<b>3.26</b>
Severe summer storms	8	21	33	23	15	<1	<b>3.16</b>
Industrial facility chemical release, fire, or explosion	21	18	24	24	13	-	<b>2.91</b>
Extended power outage	13	23	37	17	10	1	<b>2.87</b>
Tornadoes	20	25	22	18	16	<1	<b>2.86</b>
Natural gas outage	19	28	32	11	10	-	<b>2.65</b>
Rail or transport vehicle chemical release	28	26	24	11	10	-	<b>2.49</b>
Pipeline chemical release	33	24	21	13	8	1	<b>2.38</b>
Infectious disease outbreak	30	30	23	11	6	1	<b>2.33</b>
Wildfires	41	22	22	9	7	-	<b>2.20</b>
Flooding	40	28	16	12	4	-	<b>2.13</b>

Those who live in rural Strathcona County (38%) were significantly more likely to have **felt that wildfires would pose a high risk** versus those who live in Sherwood Park (6%);

Respondent subgroups significantly more likely to have **felt that severe winter storms would pose a high risk** included:

- Those who are familiar with the term *shelter-in-place* (52%) versus those who are not (39%);
- Those who are familiar with the term *go bag* (52%) versus those who are not (34%); and
- Females (50%) versus males (39%).

Respondent subgroups significantly more likely to have **felt that severe summer storms would pose a high risk** included:

- Those who have seen or heard messages about emergency preparedness (43%) versus those who have not (30%);
- Those who are familiar with the term *go bag* (46%) versus those who are not (27%); and
- Those who are interested in free disaster training (44%) versus those who are not (33%).

Respondent subgroups significantly more likely to have **felt that a rail or transport vehicle chemical release would pose a high risk** included:

- Those who have seen or heard messages about emergency preparedness (25%) versus those who have not (16%); and
- Those who are interested in free disaster training (27%) versus those who are not (16%).

Respondent subgroups significantly more likely to have **felt that a pipeline chemical release would pose a high risk** included:

- Those who are interested in free disaster training (31%) versus those who are not (12%); and
- Females (26%) versus males (17%).

Respondent subgroups significantly more likely to have **felt that an industrial facility chemical release, fire, or explosion would pose a high risk** included:

- Those who are interested in free disaster training (46%) versus those who are not (28%); and
- Females (43%) versus males (32%).

Females (32%) were significantly more likely to have **felt that an extended power outage would pose a high risk** versus males (21%).

Respondent subgroups significantly more likely to have **felt that a natural gas outage would pose a high risk** included:

- Those who have not received disaster and emergency preparedness information (25%) versus those who have (15%);
- Those aged 55 or older (26%) versus those aged 35 to 44 (13%); and
- Females (26%) versus males (16%).

Using the same scale of 1 to 5, respondents were next asked how much of a risk they felt a disaster or major emergency would pose to the following:

- The natural environment (33% of respondents felt that a disaster would pose a great risk, providing a rating of 4 or 5 out of 5);
- Their community (29%); and
- Their household (17%).

See Figure 2 and Table 2, below.

Please note that in 2014, the same question was asked using a 7 point scale, preventing comparability of the data.

Figure 2

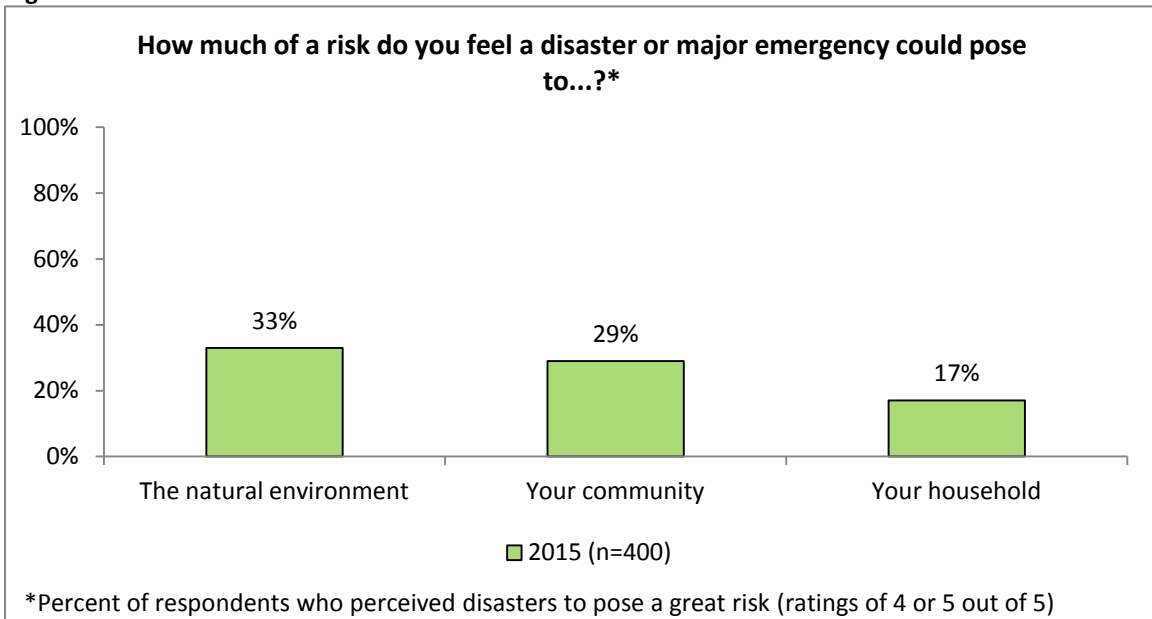


Table 2

Perceived Risk of Natural Hazards to Respondents in the Next Five (5) Years							
	Percent of Respondents (n=400)						
	(1) No Risk	(2)	(3)	(4)	(5) Great Risk	No Opinion	Mean (out of 5)
The natural environment	10	21	37	20	13	1	3.06
Your community	10	21	38	22	8	1	2.95
Your household	21	28	34	11	6	1	2.52



Respondent subgroups significantly more likely to have **felt that, in the next 5 years, a disaster or major emergency would pose a high risk to their household** included:

- Those who are familiar with the term *go bag* (20%) versus those who are not (11%); and
- Females (22%) versus males (12%).

Respondent subgroups significantly more likely to have **felt that, in the next 5 years, a disaster or major emergency would pose a high risk to the natural environment** included:

- Those who have not received disaster preparation training (36%) versus those who have (26%);
- Those aged 35 to 54 (38%) versus those aged 55 or older (28%); and
- Females (38%) versus males (28%).

Respondents were next asked, on an aided basis, if they were aware of two (2) different aspects of Strathcona County’s efforts in preparedness concerning disaster or major emergencies. More than two-thirds of the respondents surveyed reported being aware of the following:

- That Strathcona County has a public emergency alerting system (73%, comparable to 76%, in 2014); and
- That Strathcona County has an emergency or disaster plan (69% a decrease from 74% in 2014).

See Figure 3, below, and Table 3, on the following page.

Figure 3

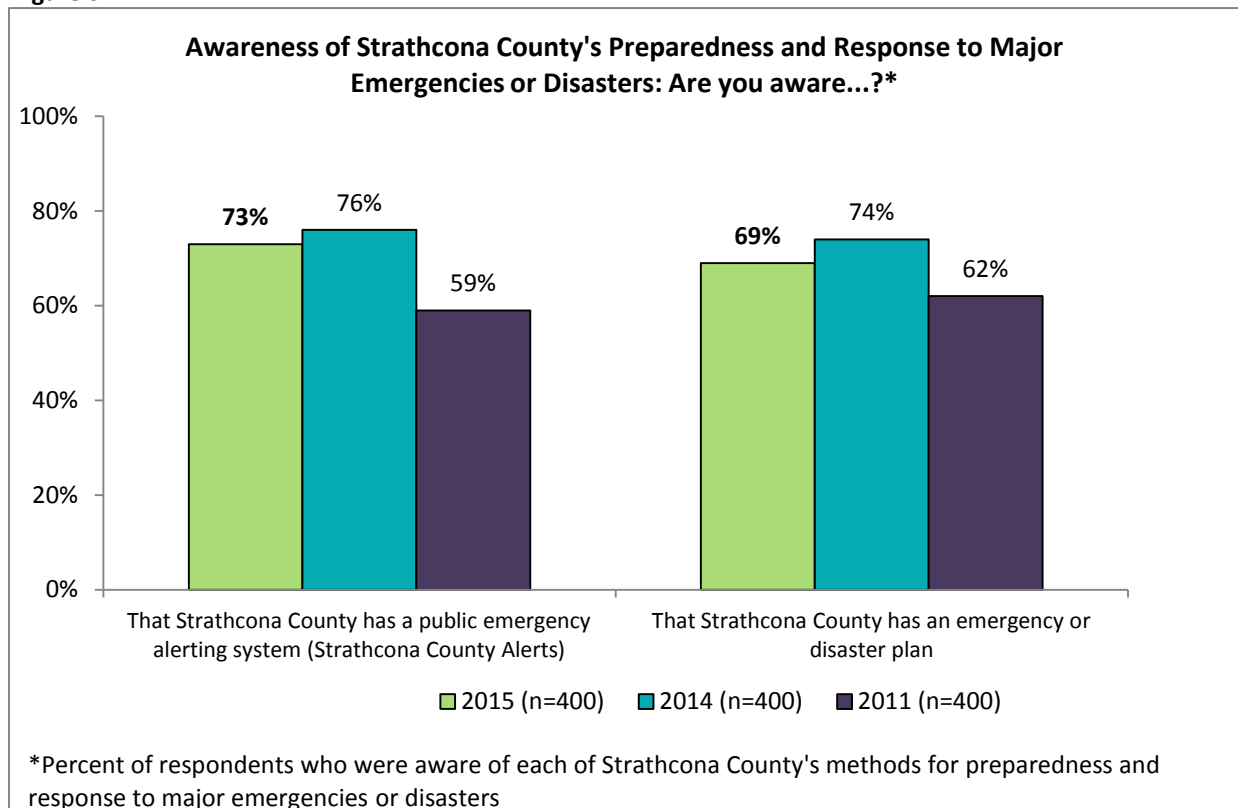


Table 3

Are you aware...?			
	Percent of Respondents (n=400)		
	Yes	No	Not Sure
...that Strathcona County has a public emergency alerting system	73	27	<1
...that Strathcona County has an emergency or disaster plan	69	28	3

Respondent subgroups significantly more likely to be **aware that Strathcona County has a public emergency alert system** included:

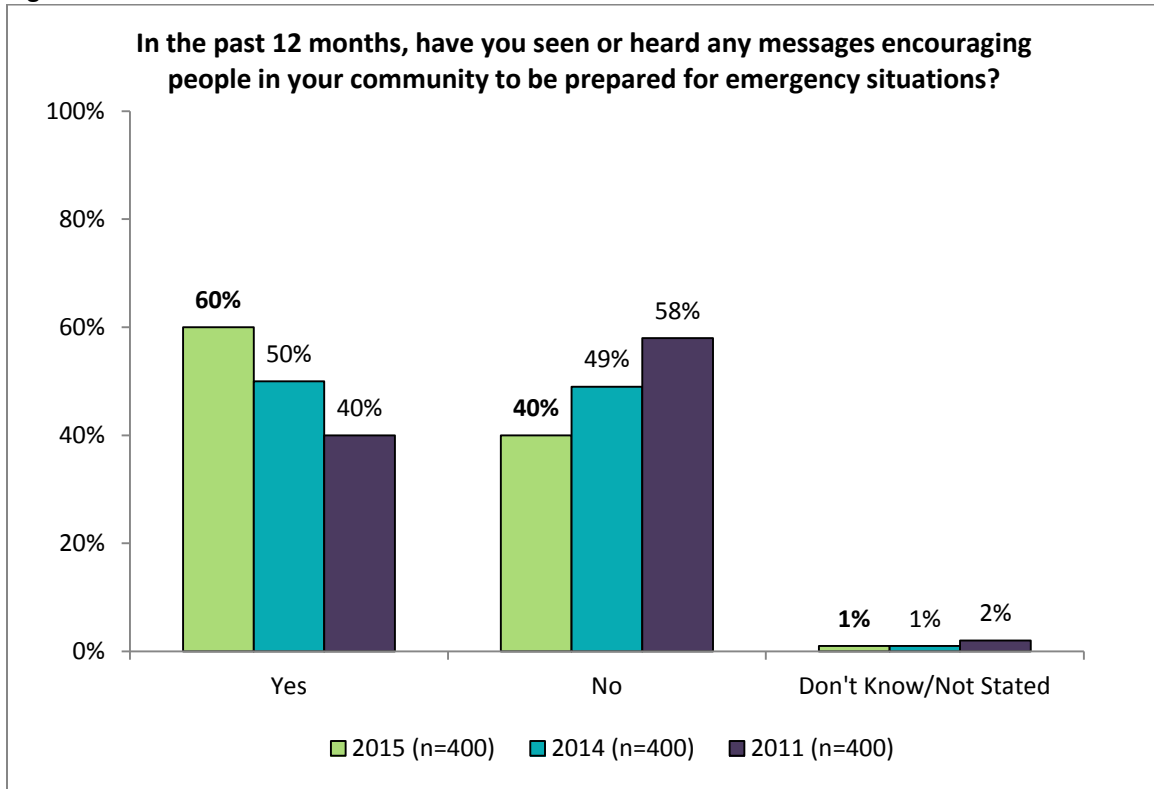
- Those who have seen or heard messages regarding emergency preparedness (84%) versus those who have not (57%);
- Those who are familiar with the term *shelter-in-place* (82%) versus those who are not (68%);
- Those who are familiar with the term *go bag* (80%) versus those who are not (63%);
- Those who have received disaster and emergency preparedness information (89%) versus those who have not (63%); and
- Those who have lived in Strathcona County for 10 years or more (76%) versus those who have lived in Strathcona County for less than 10 years (63%).

Respondent subgroups significantly more likely to be **aware that Strathcona County has an emergency or disaster plan** included:

- Those who have seen or heard messages regarding emergency preparedness (79%) versus those who have not (54%);
- Those who are familiar with the term *shelter-in-place* (84%) versus those who are not (60%);
- Those who are familiar with the term *go bag* (77%) versus those who are not (58%);
- Those who have received disaster and emergency preparedness information (90%) versus those who have not (56%); and
- Those who have received disaster and emergency preparedness training (79%) versus those who have not (62%).

Over half of the respondents surveyed (60%, a *significant increase* from 50% in 2014) reported that, in the past 12 months, they had seen or heard messages encouraging people in their community to be prepared for emergency situations. See Figure 4, below.

Figure 4



Respondent subgroups significantly more likely to have **seen or heard messages encouraging people to be prepared for emergency situations** included:

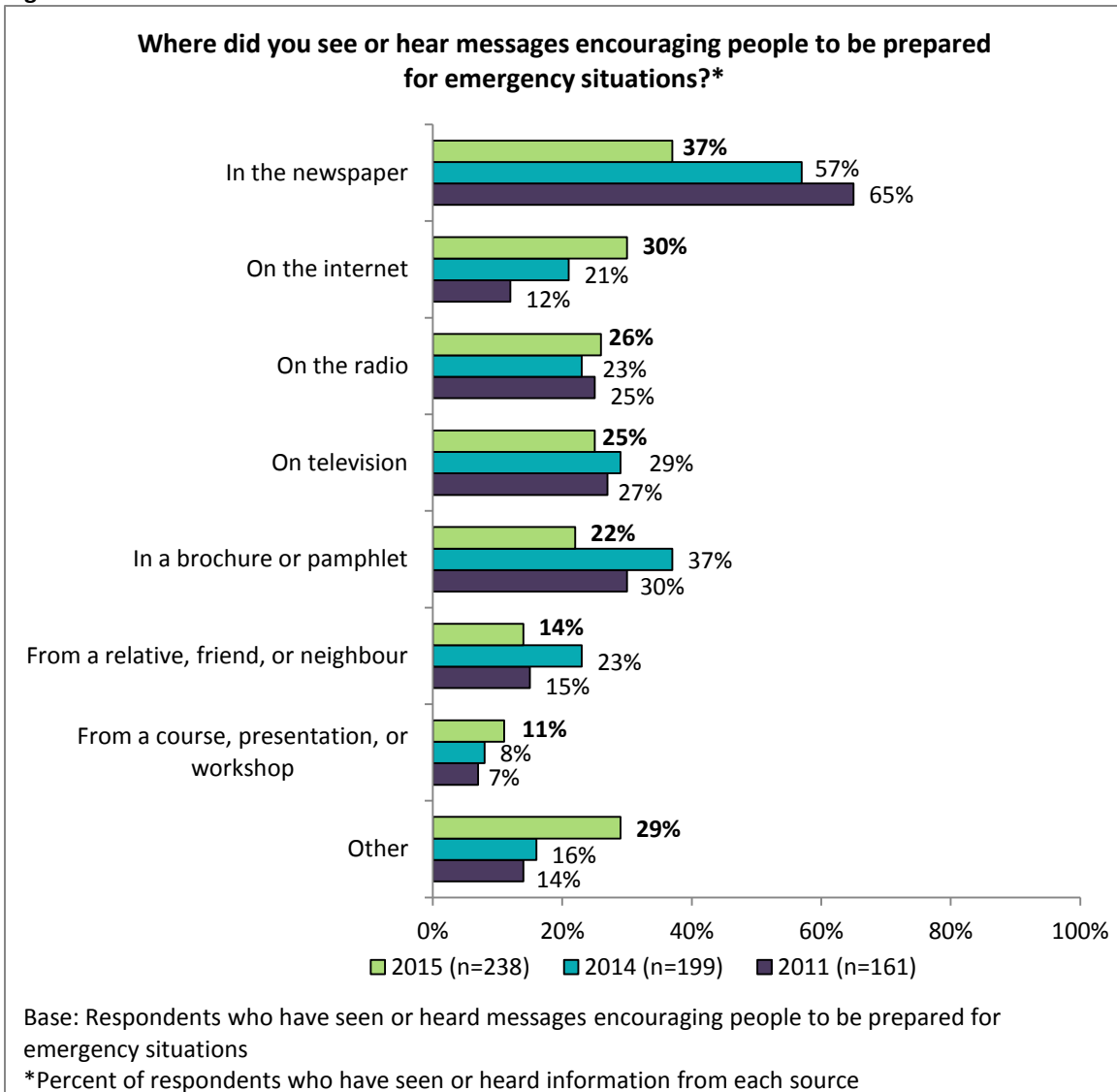
- Those who live in rural Strathcona County (63%) versus those who live in Sherwood Park (52%);
- Those who are familiar with the term *shelter-in-place* (76%) versus those who are not (49%);
- Those who are familiar with the term *go bag* (72%) versus those who are not (40%); and
- Those who have received disaster and emergency preparedness information (81%) versus those who have not (46%).

Those who reported having seen or heard messaging to be prepared for emergency situations (n=238) were asked if they had seen or heard this information from a variety of sources (i.e., on an aided basis). Sources that respondents most often reported having received information from included the following:

- In the newspaper (37%, a *significant decrease* from 57% in 2014);
- On the internet (30%, a *significant increase* from 21% in 2014);
- On the radio (26%, comparable to 23% in 2014); and
- Television (25%, comparable to 29% in 2014).

It is important to note that there was a *significant decrease* in the percent of respondents who recalled receiving information in a brochure or pamphlet (22% versus 37% in 2014) and from a relative, friend or neighbour (14% versus 23% in 2014). See Figure 5, below.

Figure 5



Sources of information not included in the list that were mentioned by respondents, when asked if they could think of any other sources, included:

- Telephone or text message (14%);
- E-mail (7%);
- At the library (3%);
- On billboards and street signs (3%); and
- Through work (2%).

Respondent subgroups significantly more likely to have **seen or heard messages in newspapers** included:

- Those who are familiar with the term *go bag* (43%) versus those who are not (20%); and
- Those who have received disaster and emergency preparedness information (46%) versus those who have not (28%).

Those who have received disaster and emergency preparedness information (36%) were significantly more likely to have **seen or heard messages on the internet** versus those who have not (20%).

Respondent subgroups significantly more likely to have **seen or heard messages on television** included:

- Those who are unfamiliar with the term *shelter-in-place* (34%) versus those who are (16%);
- Those who have not received disaster and emergency preparedness information (31%) versus those who have (20%); and
- Those aged 55 or older (31%) versus those aged 35 to 54 (16%).

Respondent subgroups significantly more likely to have **seen or heard messages in a brochure or pamphlet** included:

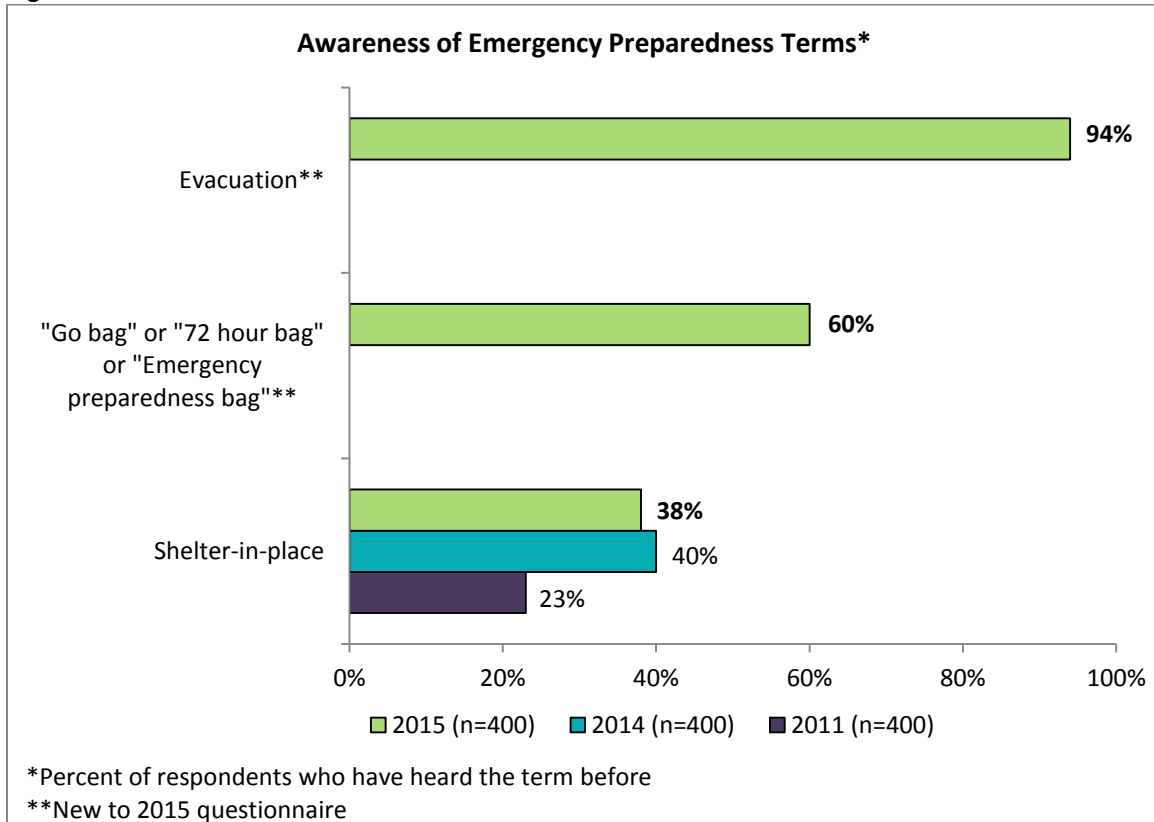
- Those who are familiar with the term *shelter-in-place* (30%) versus those who are not (14%);
- Those who are familiar with the term *go bag* (26%) versus those who are not (11%); and
- Those who have received disaster and emergency preparedness information (31%) versus those who have not (13%).

Respondent subgroups significantly more likely to have **seen or heard messages in a course, workshop, or presentation** included:

- Those who are familiar with the term *go bag* (13%) versus those who are not (3%);
- Those who have received disaster and emergency preparedness information (17%) versus those who have not (4%); and
- Those who have received disaster and emergency preparedness training (17%) versus those who have not (6%).

Respondents were then asked if they were familiar with a variety of emergency preparedness terms. The vast majority of respondents (94%) were familiar with the term *evacuation*. Over half of the respondents (60%) were familiar with the term *go bag*, *72 hour bag*, or *emergency preparedness bag*. When asked if they were familiar with the term *shelter-in-place* (i.e., remaining inside ones' home or office for protection from a hazardous outdoor atmosphere), 38% of the respondents, comparable to 40% in 2014, recalled having heard of it. See Figure 6, below.

Figure 6



Respondent subgroups significantly more likely to have **been familiar with all 3 emergency preparedness terms** included:

- Those who have seen or heard messages regarding emergency preparedness versus those who have not;
- Those who have received disaster and emergency preparedness information versus those who have not;
- Those who have received disaster and emergency preparedness training versus those who have not; and
- Those aged 35 to 54 versus those aged 55 or older.



Those who are familiar with the term *go bag* (51%) were significantly more likely to have **been familiar with the term *shelter-in-place*** versus those who are not (20%)

Respondent subgroups significantly more likely to have **been familiar with the term *evacuation*** included:

- Those who are familiar with the term *go bag* (98%) versus those who are not (89%); and
- Those who are interested in free disaster training (97%) versus those who are not (92%).

Respondent subgroups significantly more likely to have **been familiar with the term *go bag, 72 hour bag, or emergency preparedness bag*** included:

- Those who are familiar with the term *shelter-in-place* (79%) versus those who are not (48%); and
- Those who have lived in Strathcona County for 10 years or more (62%) versus those who have lived in Strathcona County for less than 10 years (49%).

## 4.2 Preparedness

New to the 2015 survey, respondents were asked how prepared they believed *Strathcona County* is for a major emergency or disaster as well as how prepared *they* were for a major emergency or disaster. The results were as follows:

- Fifty-five percent (55%) of respondents felt that *Strathcona County* is “somewhat prepared” or “very prepared” for a major emergency or disaster; and
- Fifty-one percent (51%) of respondents felt that *they* are “somewhat prepared” or “very prepared” for a major emergency or disaster.

See Figure 7, and Table 4, below.

Figure 7

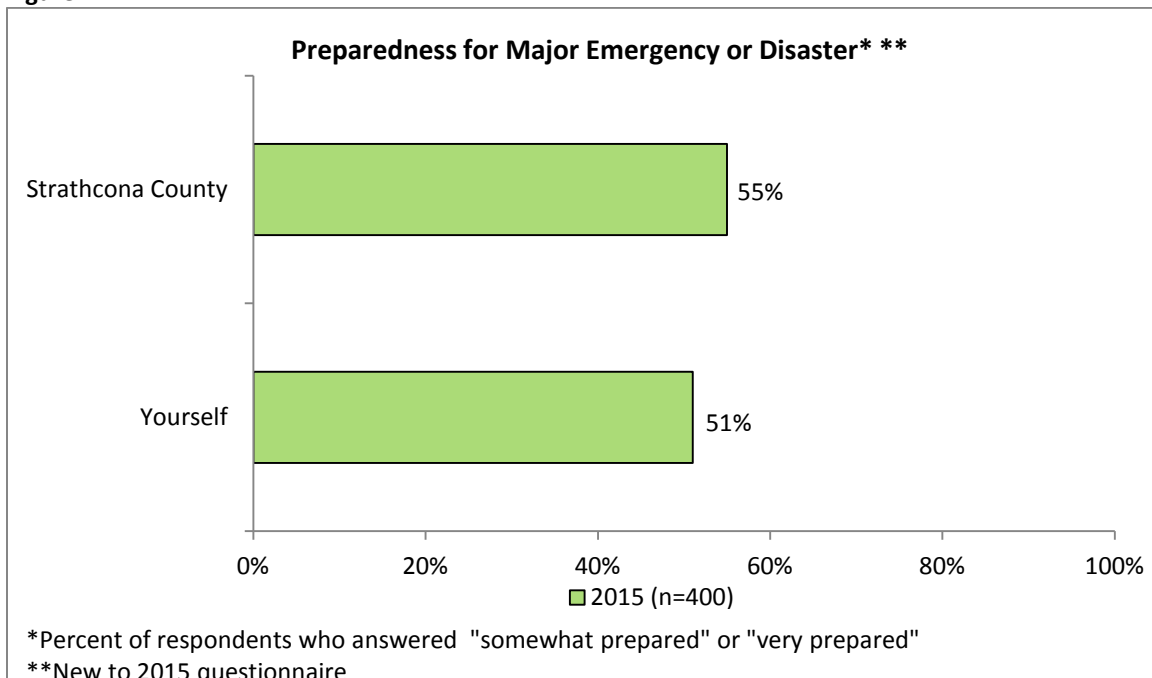


Table 4

Preparedness for Major Emergency or Disaster						
	Percent of Respondents (n=400)					
	Very Unprepared	Somewhat Unprepared	Not Sure	Somewhat Prepared	(5) Very Prepared	Don't Know/Not Stated
Strathcona County	2	7	34	37	18	3
Yourself	9	22	19	44	7	<1

Respondent subgroups significantly more likely to believe that **Strathcona County is somewhat or very prepared for a major emergency or disaster** included:

- Those who have seen or heard messages regarding emergency preparedness (63%) versus those who have not (41%);
- Those who are familiar with the term *shelter-in-place* (69%) versus those who are not (46%);
- Those who are familiar with the term *go bag* (59%) versus those who are not (48%);
- Those who have received disaster and emergency preparedness information (73%) versus those who have not (42%);
- Those who have received disaster and emergency preparedness training (63%) versus those who have not (48%);
- Those who are not interested in free disaster training (60%) versus those who are (48%); and
- Those aged 35 to 54 (63%) versus those aged 55 or older (52%).

Respondent subgroups significantly more likely to believe that **they are somewhat or very prepared for a major emergency or disaster** included:

- Those who live in rural Strathcona Country (62%) versus those who live in Sherwood Park (46%); and
- Those who have received disaster and emergency preparedness information (60%) versus those who have not (45%).

When asked which activities they, or their family, have completed in preparation for disasters or major emergencies, at least one-third of the respondents reported having done each of the following:

- Ensured that they have 72 hours of non-perishable food and water (64%);
- Prepared their household to handle emergencies without outside assistance for 72 hours (41%, a *significant decrease* from 54% in 2014);
- Ensured familiarity with the emergency plans at their workplace (40%); and
- Developed an effective plan for sheltering-in-place (33%, comparable to 29% in 2014).

See Figures 8, and Table 5, on the following pages.

Please note the following changes:

- In 2015, the following sentence “This may happen if there is a large scale disaster when emergency response would most likely be delayed.” was added to “Preparing your household to handle emergencies without outside assistance for 72 hours”;
- In 2011/14, “Developing a plan for pets, livestock, or other animals in your care during a disaster” was slightly changed, in 2015, to “Developing a plan to care for pets or livestock during a disaster”; and
- In 2011/14, there were two activities: “Ensuring that you have 72 hours of *non-perishable food* to meet your household needs” and “Ensuring that you have 72 hours of *water* stored for your family (4 litres per person per day)” that were combined, in 2015, to “Ensuring that you have 72 hours of *non-perishable food and water* to meet your household needs,” preventing comparability of the data.

Figure 8

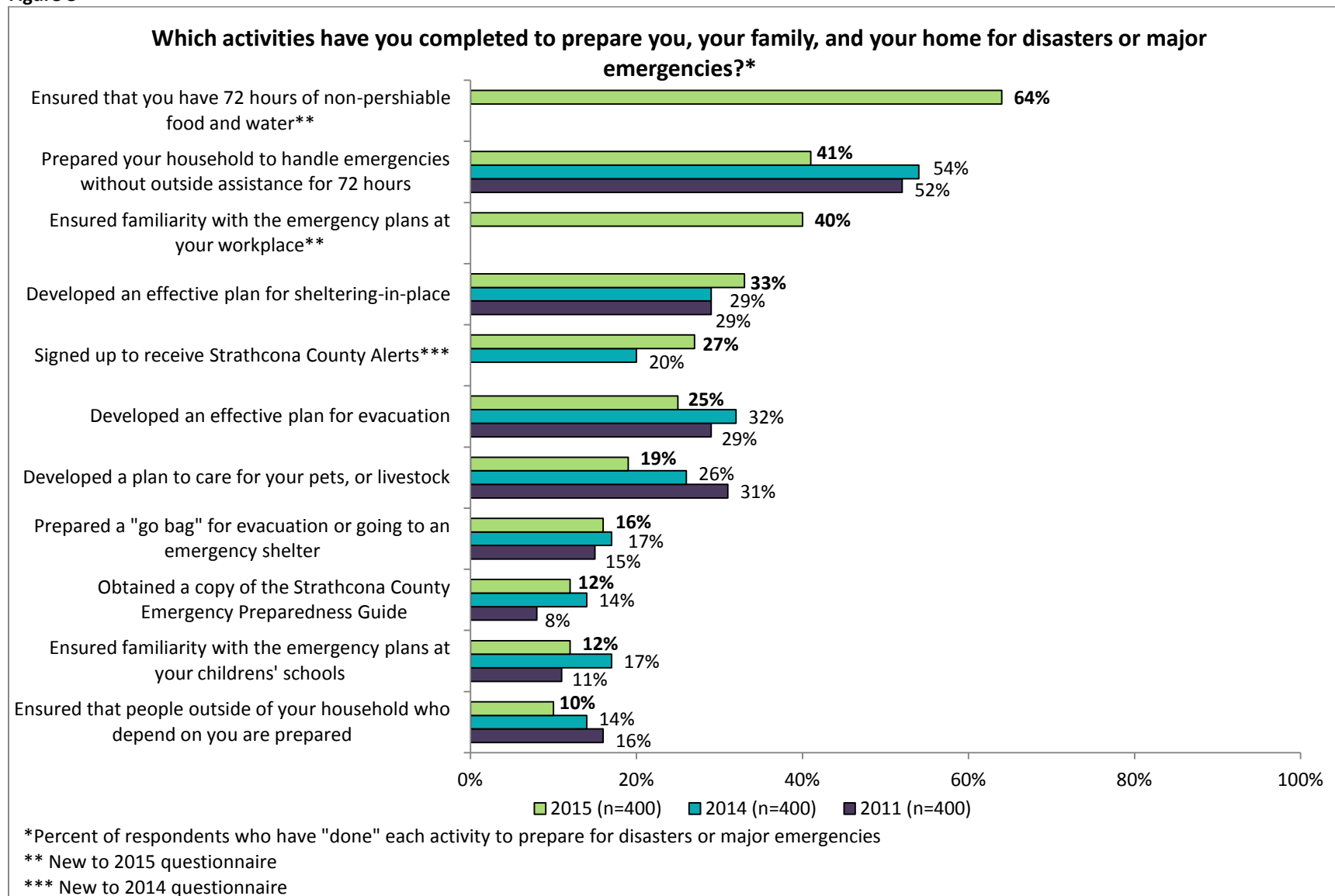


Table 5

Which activities have you completed, or are planning to complete, to prepare you, your family, and your home for disasters or major emergencies?				
	Percent of Respondents (n=400)			
	Done it	Plan to do in the next year	Had not planned to do it	Don't Know/ Not Stated
Ensuring that you have 72 hours of non-perishable food and water to meet your household needs	64	17	19	<1
Preparing your household to handle emergencies without outside assistance for 72 hours	41	22	35	2
Ensuring familiarity with the emergency plans at your workplace	40	5	24	31
Developing an effective plan for sheltering-in-place, if requested to do so	33	26	40	1
Signing up to receive Strathcona County Alerts	27	30	39	4
Developing an effective plan for evacuation, if requested to do so	25	28	45	2
Developing a plan for pets, livestock, or other animals in your care during a disaster	19	14	44	23
Preparing a "go bag" for evacuation, or going to an emergency shelter, including special items required for children, pets, health conditions, or other special considerations	16	30	53	1
Ensuring familiarity with the emergency plans at your childrens' schools	12	6	37	45
Obtaining a copy of the Strathcona County Emergency Preparedness Guide	12	32	53	3
Ensuring that people outside of your household who depend on you are prepared for a disaster	10	16	53	22

Respondent subgroups significantly more likely to have **obtained a copy of the Strathcona County Emergency Preparedness Guide** included:

- Those who have seen or heard messages regarding emergency preparedness (18%) versus those who have not (3%);
- Those who are familiar with the term *shelter-in-place* (20%) versus those who are not (7%);
- Those who are familiar with the term *go bag* (17%) versus those who are not (4%);
- Those who have received disaster and emergency preparedness information (28%) versus those who have not (1%);
- Those who have received disaster and emergency preparedness training (18%) versus those who have not (7%);
- Those who are not interested in free disaster training (15%) versus those who are (8%); and
- Those who have lived in Strathcona County for 10 years or more (14%) versus those who have lived in Strathcona County for less than 10 years (3%).

Respondent subgroups significantly more likely to have **developed an effective plan for sheltering-in-place** included:

- Those who live in rural Strathcona Country (43%) versus those who live in Sherwood Park (29%);
- Those who have seen or heard messages regarding emergency preparedness (38%) versus those who have not (26%);
- Those who are familiar with the term *shelter-in-place* (43%) versus those who are not (28%);
- Those who are familiar with the term *go bag* (42%) versus those who are not (21%);
- Those who have received disaster and emergency preparedness information (54%) versus those who have not (21%); and
- Those who have received disaster and emergency preparedness training (44%) versus those who have not (26%).

Respondent subgroups significantly more likely to have **developed an effective plan for evacuation** included:

- Those who are familiar with the term *shelter-in-place* (33%) versus those who are not (20%);
- Those who are familiar with the term *go bag* (33%) versus those who are not (14%);
- Those who have received disaster and emergency preparedness information (39%) versus those who have not (17%); and
- Those who have received disaster and emergency preparedness training (37%) versus those who have not (16%).

Respondent subgroups significantly more likely to have **ensured they have 72 hours of non-perishable food and water stored** included:

- Those who live in rural Strathcona County (78%) versus those who live in Sherwood Park (58%);
- Those who have seen or heard messages regarding emergency preparedness (69%) versus those who have not (56%);
- Those who are familiar with the term *shelter-in-place* (77%) versus those who are not (56%);
- Those who are familiar with the term *go bag* (72%) versus those who are not (51%);
- Those who have received disaster and emergency preparedness information (78%) versus those who have not (55%); and
- Those who have received disaster and emergency preparedness training (77%) versus those who have not (54%).

Respondent subgroups significantly more likely to have **ensured they have prepared a "go bag" for evacuation** included:

- Those who are familiar with the term *shelter-in-place* (21%) versus those who are not (13%);
- Those who are familiar with the term *go bag* (21%) versus those who are not (9%); and
- Those who have received disaster and emergency preparedness information (26%) versus those who have not (11%).

Respondent subgroups significantly more likely to have **ensured that dependents are prepared for a disaster** included:

- Those who are familiar with the term *go bag* (13%) versus those who are not (4%);
- Those who have received disaster and emergency preparedness information (16%) versus those who have not (6%); and
- Those who have received disaster and emergency preparedness training (14%) versus those who have not (6%).



Respondent subgroups significantly more likely to have **developed a plan for pets, livestock, or other animals in their care** included:

- Those who live in rural Strathcona County (26%) versus those who live in Sherwood Park (16%);
- Those who are familiar with the term *shelter-in-place* (28%) versus those who are not (13%);
- Those who are familiar with the term *go bag* (23%) versus those who are not (13%);
- Those who have received disaster and emergency preparedness information (25%) versus those who have not (16%);
- Those who have received disaster and emergency preparedness training (30%) versus those who have not (11%); and
- Those aged 35 to 54 (26%) versus those aged 55 or older (14%).

Respondent subgroups significantly more likely to have **prepared their household to handle emergencies without outside assistance for 72 hours** included:

- Those who live in rural Strathcona County (53%) versus those who live in Sherwood Park (35%);
- Those who have seen or heard messages regarding emergency preparedness (45%) versus those who have not (35%);
- Those who are familiar with the term *shelter-in-place* (54%) versus those who are not (32%);
- Those who are familiar with the term *go bag* (48%) versus those who are not (30%);
- Those who have received disaster and emergency preparedness information (51%) versus those who have not (34%); and
- Those who have received disaster and emergency preparedness training (57%) versus those who have not (30%).

Respondent subgroups significantly more likely to have **familiarized themselves with the emergency plans at their childrens' schools** included:

- Those who live in Sherwood Park (15%) versus those who live in rural Strathcona County (5%);
- Those who have seen or heard messages regarding emergency preparedness (16%) versus those who have not (6%);
- Those who are familiar with the term *shelter-in-place* (18%) versus those who are not (8%);
- Those who are familiar with the term *go bag* (15%) versus those who are not (8%);
- Those who have received disaster and emergency preparedness information (17%) versus those who have not (9%); and
- Those aged 35 to 54 (30%) versus those aged 55 or older (3%).

Respondent subgroups significantly more likely to **familiarized themselves with the emergency plans at their workplace** included:

- Those who live in Sherwood Park (43%) versus those who live in rural Strathcona County (32%);
- Those who are familiar with the term *shelter-in-place* (58%) versus those who are not (28%);
- Those who are familiar with the term *go bag* (49%) versus those who are not (26%);
- Those who have received disaster and emergency preparedness information (55%) versus those who have not (31%);
- Those who have received disaster and emergency preparedness training (60%) versus those who have not (26%);
- Those aged 35 to 54 (67%) versus those aged 55 or older (23%); and
- Males (45%) versus females (35%).

Respondent subgroups significantly more likely to have **signed up to receive Strathcona County alerts** included:

- Those who live in Sherwood Park (32%) versus those who live in rural Strathcona County (16%);
- Those who have seen or heard messages regarding emergency preparedness (42%) versus those who have not (6%);
- Those who are familiar with the term *shelter-in-place* (39%) versus those who are not (20%);
- Those who are familiar with the term *go bag* (32%) versus those who are not (20%);
- Those who have received disaster and emergency preparedness information (43%) versus those who have not (17%); and
- Those aged 35 to 54 (40%) versus those aged 55 or older (21%).

### 4.2.1 Responsibility for Emergency Preparedness

Next, respondents were asked a series of questions concerning responsibility for emergency preparedness and likelihood to follow authority directives during a disaster or major emergency.

First, respondents were asked to rate the extent to which they agreed or disagreed that emergency preparedness is the responsibility of each of five (5) parties: respondents and their households; Strathcona County Emergency Services; and the three (3) levels of government. The percent of respondents who agreed (using a scale of 1 to 5, where 1 meant “strongly disagree” and 5 meant “strongly agree”) that each party is responsible is as follows:

- Strathcona County Emergency Services (81% of respondents provided ratings of 4 or 5 out of 5; consistent with 2014 results);
- Respondents and their household members (78%, comparable to 77% in 2014);
- The Municipal government (78%, comparable to 76% in 2014);
- The Provincial government (76%, comparable to 75% in 2014); and
- The Federal government (66%, comparable to 64% in 2014).

See Figure 9, below, and Table 6, on the following page.

Figure 9

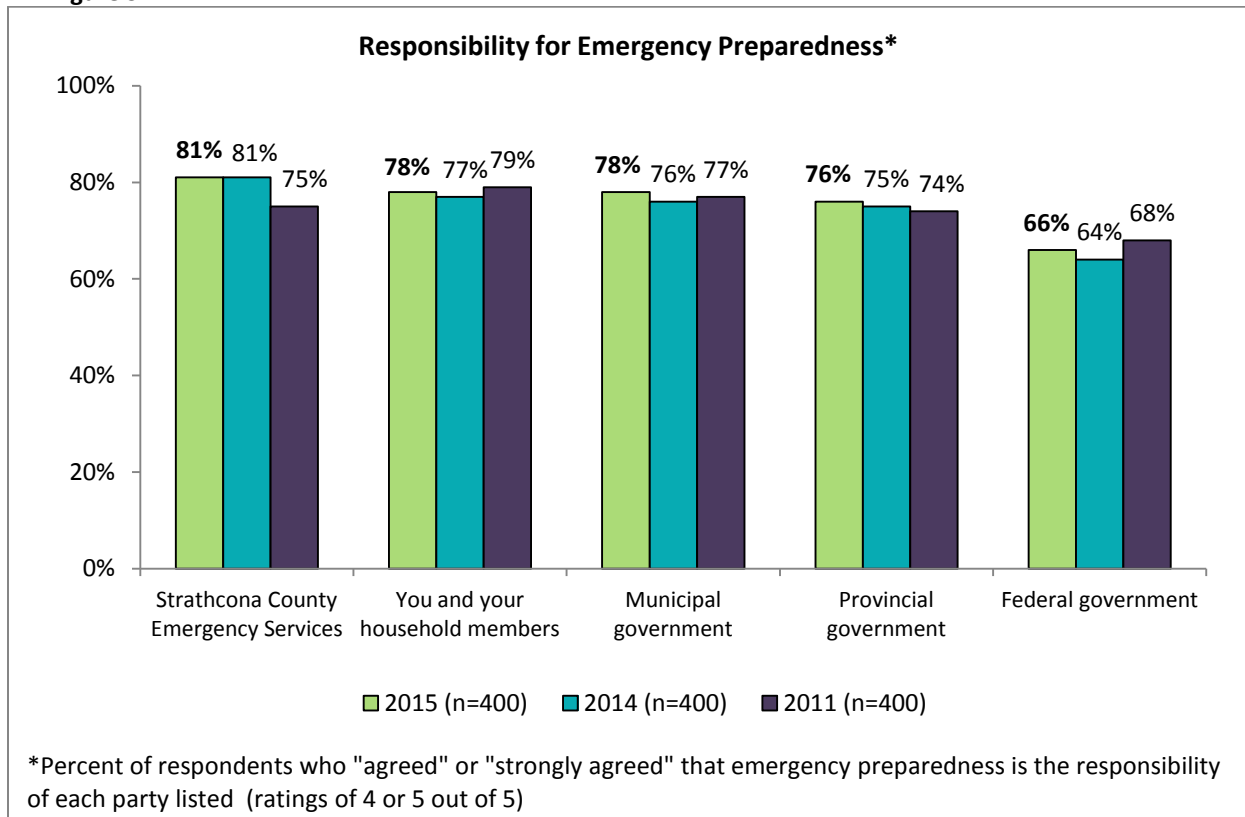


Table 6

To what extent do you agree or disagree that each party listed is responsible for preparing for and reducing the impacts from a major emergency or disaster?							
	Percent of Respondents (n=400)						Mean (out of 5)
	(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree	No Opinion	
Strathcona County Emergency Services	2	3	13	31	51	2	<b>4.27</b>
Provincial government	2	4	15	31	46	3	<b>4.17</b>
Municipal government	1	3	14	33	46	4	<b>4.23</b>
Myself and my household members	1	4	16	32	47	1	<b>4.20</b>
Federal government	4	8	19	28	38	3	<b>3.89</b>

Respondent subgroups significantly more likely to have **agreed that Strathcona County Emergency Services is responsible for preparing for, and reducing the impacts from, a major emergency or disaster** included:

- Those who have seen or heard messages regarding emergency preparedness (86%) versus those who have not (74%); and
- Females (85%) versus males (77%).

Respondent subgroups significantly more likely to have **agreed that they and their household members are responsible for preparing for, and reducing the impacts from, a major emergency or disaster** included:

- Those who have seen or heard messages regarding emergency preparedness (82%) versus those who have not (73%);
- Those who have received disaster and emergency preparedness information (84%) versus those who have not (75%);
- Those who are interested in free disaster training (85%) versus those who are not (74%); and
- Those aged 35 to 54 (86%) versus those aged 55 or older (76%).

Respondent subgroups significantly more likely to have **agreed that the Municipal government is responsible for preparing for, and reducing the impacts from, a major emergency or disaster** included:

- Those who have seen or heard messages regarding emergency preparedness (84%) versus those who have not (70%);
- Those who are familiar with the term *go bag* (82%) versus those who are not (72%); and
- Those who have lived in Strathcona County for 10 years or more (80%) versus those who have lived in Strathcona County for less than 10 years (69%).

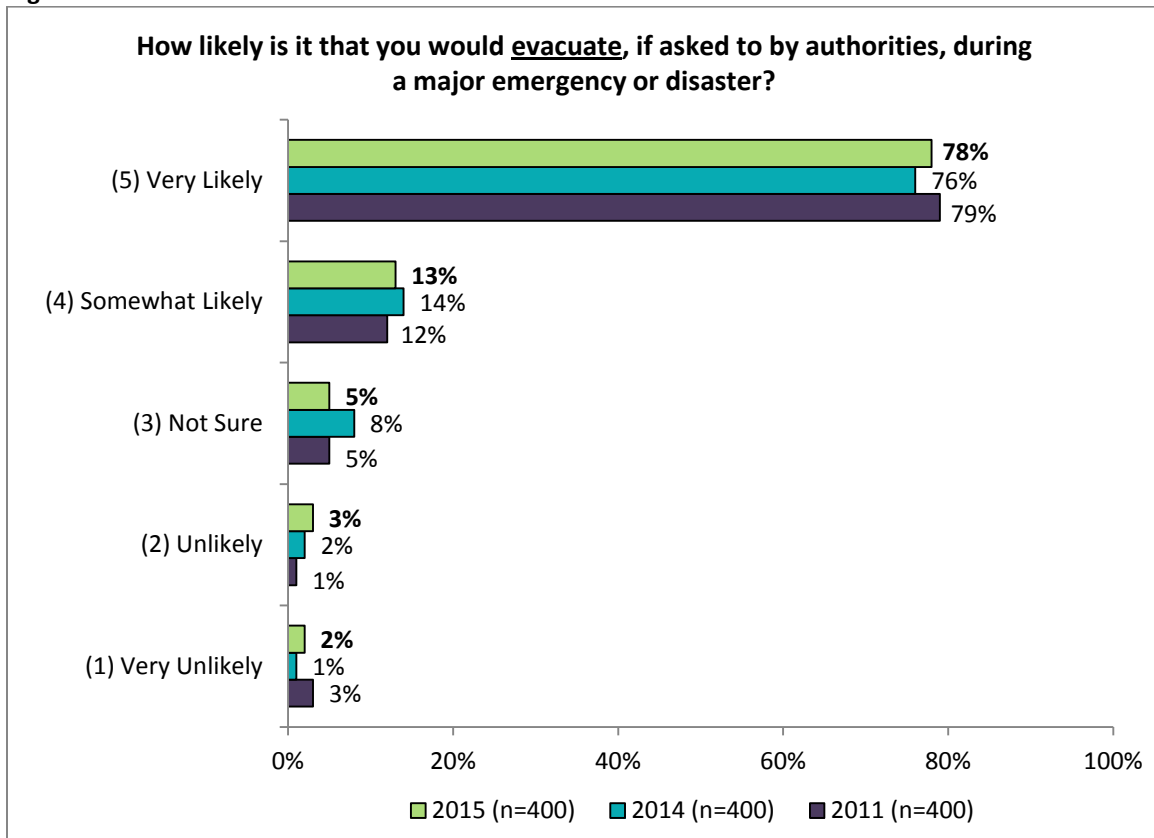
Those who have seen or heard messages regarding emergency preparedness (81%) were significantly more likely to have **agreed that the Provincial government is responsible for preparing for, and reducing the impacts from, a major emergency or disaster**, versus those who have not (69%).

Those who are interested in free disaster training (72%) were significantly more likely to have **agreed that the Federal government is responsible for preparing for, and reducing the impacts from, a major emergency or disaster**, versus those who are not interested (59%).

### 4.2.2 Responsiveness to Authority

Next, respondents were asked to rate their likelihood of evacuating during a major emergency or disaster, if asked to by authorities, using a scale of 1 to 5, where 1 meant “very unlikely” and 5 meant “very likely.” Over 9 in 10 respondents (91%) would be likely to evacuate, providing ratings of 4 or 5 out of 5 (comparable to 89% as reported in 2014). See Figure 10, below.

Figure 10

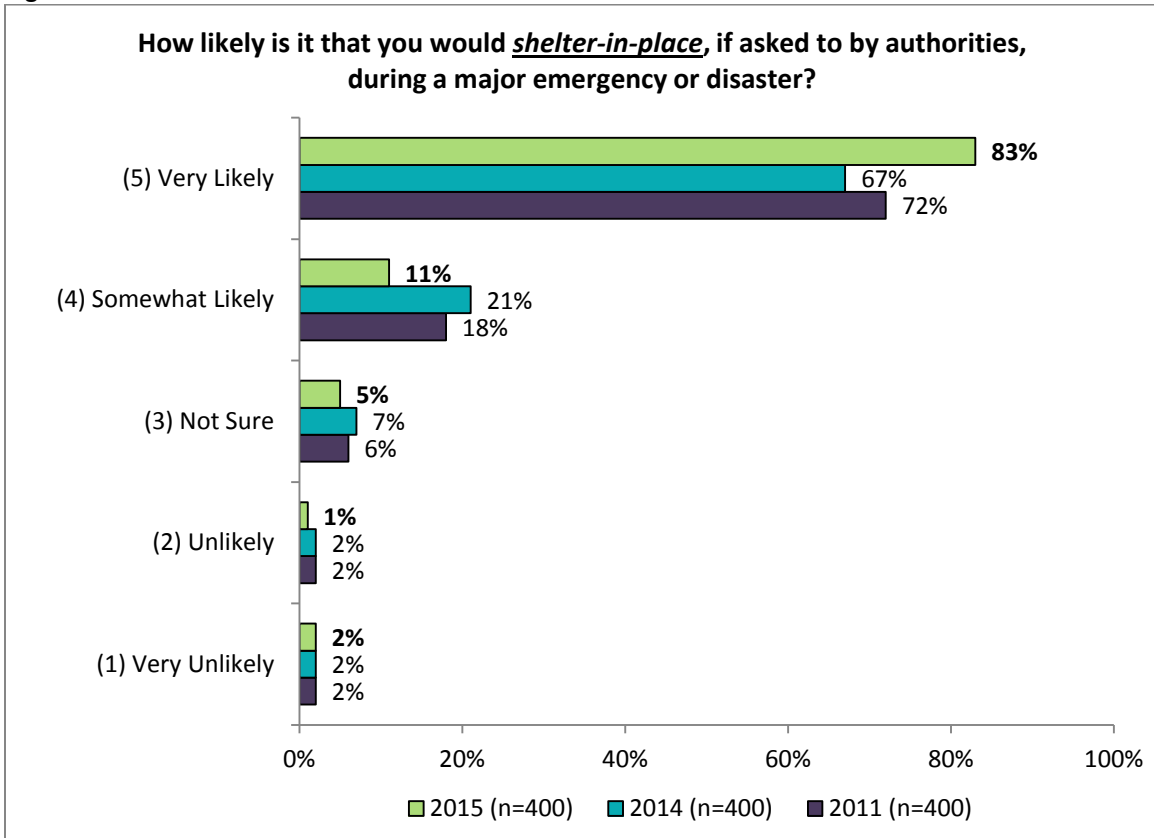


Respondent subgroups significantly more likely to have reported that **they are likely to evacuate, if asked to by authorities** included:

- Those who live in Sherwood Park (94%) versus those who live in rural Strathcona County (83%); and
- Females (95%) versus males (87%).

Using the same scale of 1 to 5, respondents were next asked how likely they would *shelter-in-place*, if asked to by authorities; 93% reported that they would be likely (ratings of 4 or 5 out of 5), a *significant increase* from 88%, as reported in 2014. See Figure 11, below.

Figure 11



Respondent subgroups significantly more likely to have reported that **they are likely to shelter-in-place, if asked to by authorities** included:

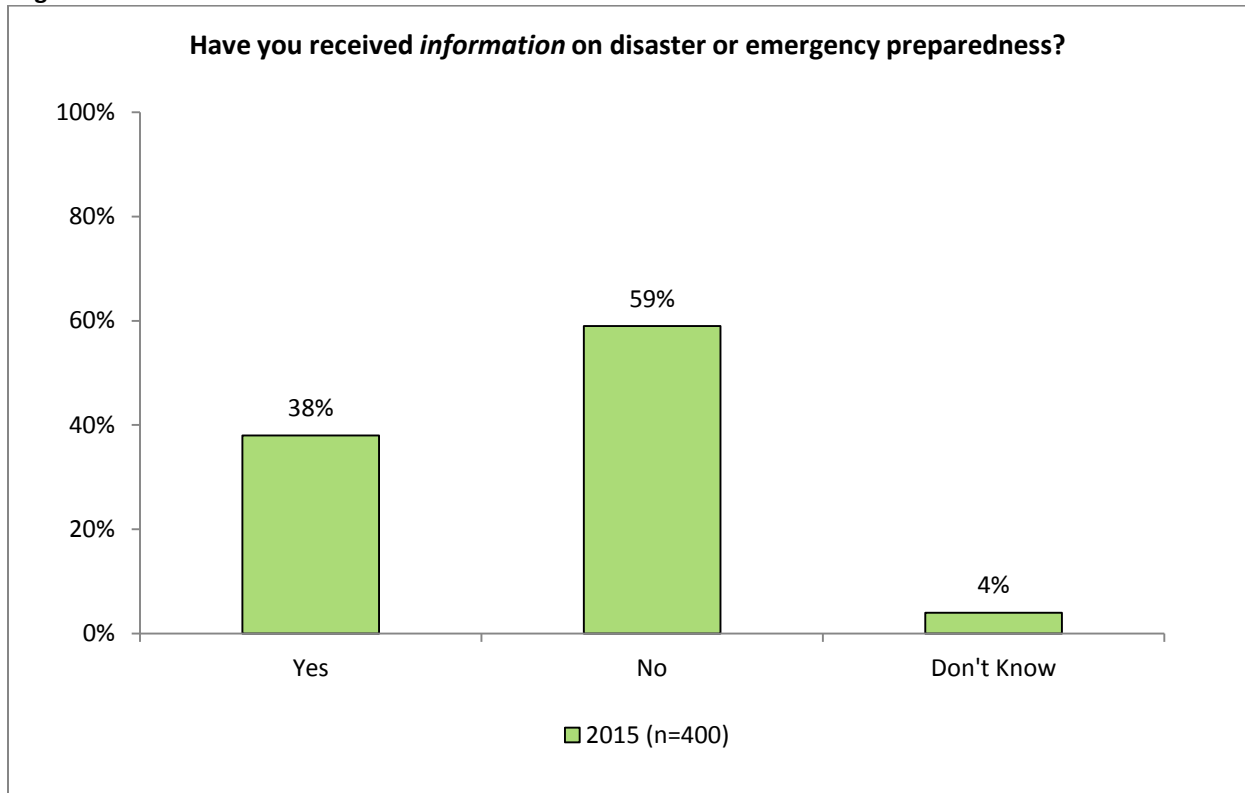
- Those who live in Sherwood Park (95%) versus those who live in rural Strathcona County (88%); and
- Those who are interested in free disaster training (96%) versus those who are not (91%).

### 4.2.3 Information and Training

Respondents were next asked about information received as measures to mitigate the impacts of a disaster or major emergency. When asked if they have received any information, 38% of the respondents reported that they had. See Figure 12, below.

Please note that in 2014 the question asked “Have you received *information or training* on disaster or emergency preparedness?” In 2015 there were two separate questions for each of information and training, preventing comparability of the data.

Figure 12



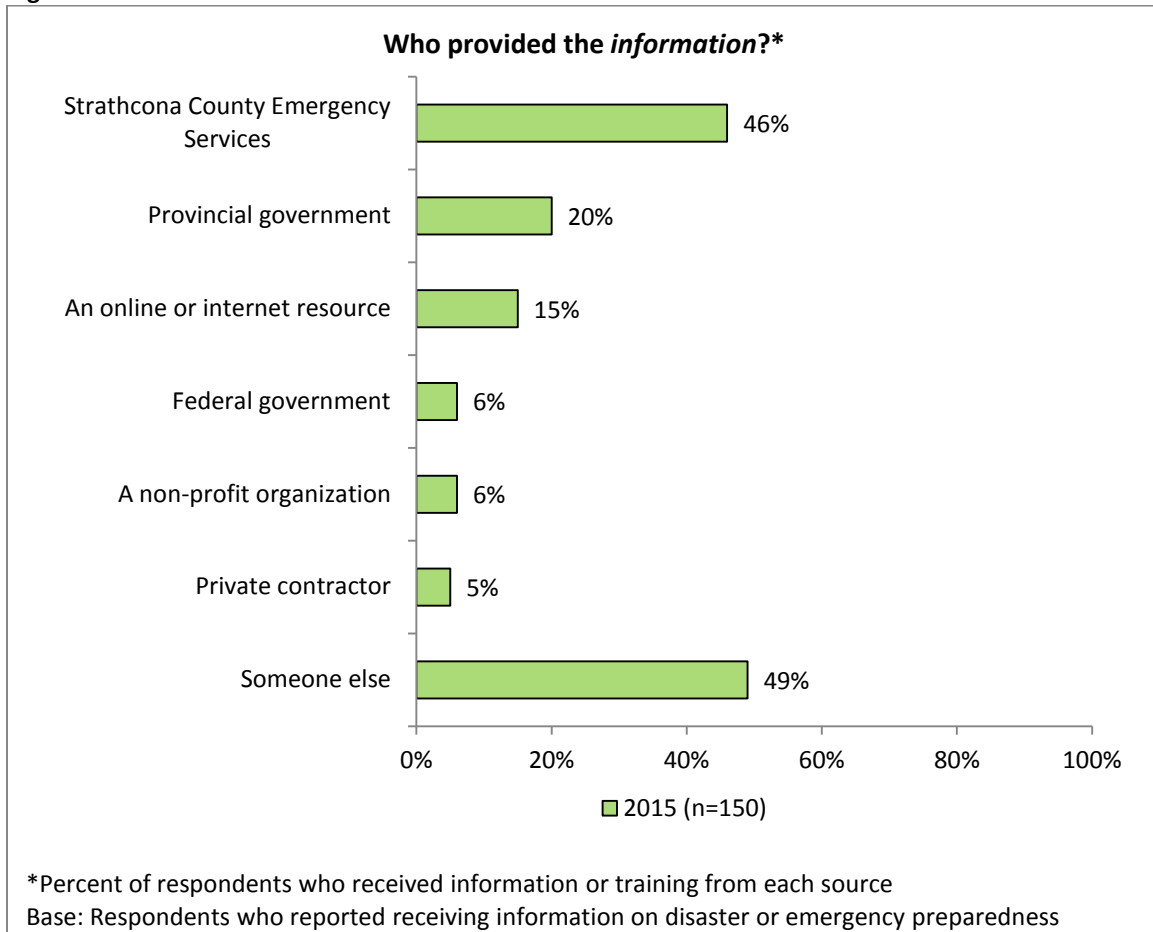
Respondent subgroups significantly more likely to have **received information on disaster or emergency preparedness** included:

- Those who have seen or heard messages regarding emergency preparedness (51%) versus those who have not (18%);
- Those who are familiar with the term *shelter-in-place* (61%) versus those who are not (23%);
- Those who are familiar with the term *go bag* (53%) versus those who are not (14%); and
- Those who have received disaster and emergency preparedness training (53%) versus those who have not (27%).



Those who received information (n=150) were asked which sources they had received their information from, on an aided basis. Nearly half of the respondents (46%) reported receiving information from Strathcona County Emergency Services, while 20% received information from the Provincial government, and 15% received information from an online or internet resource. See Figure 13, below.

Figure 13

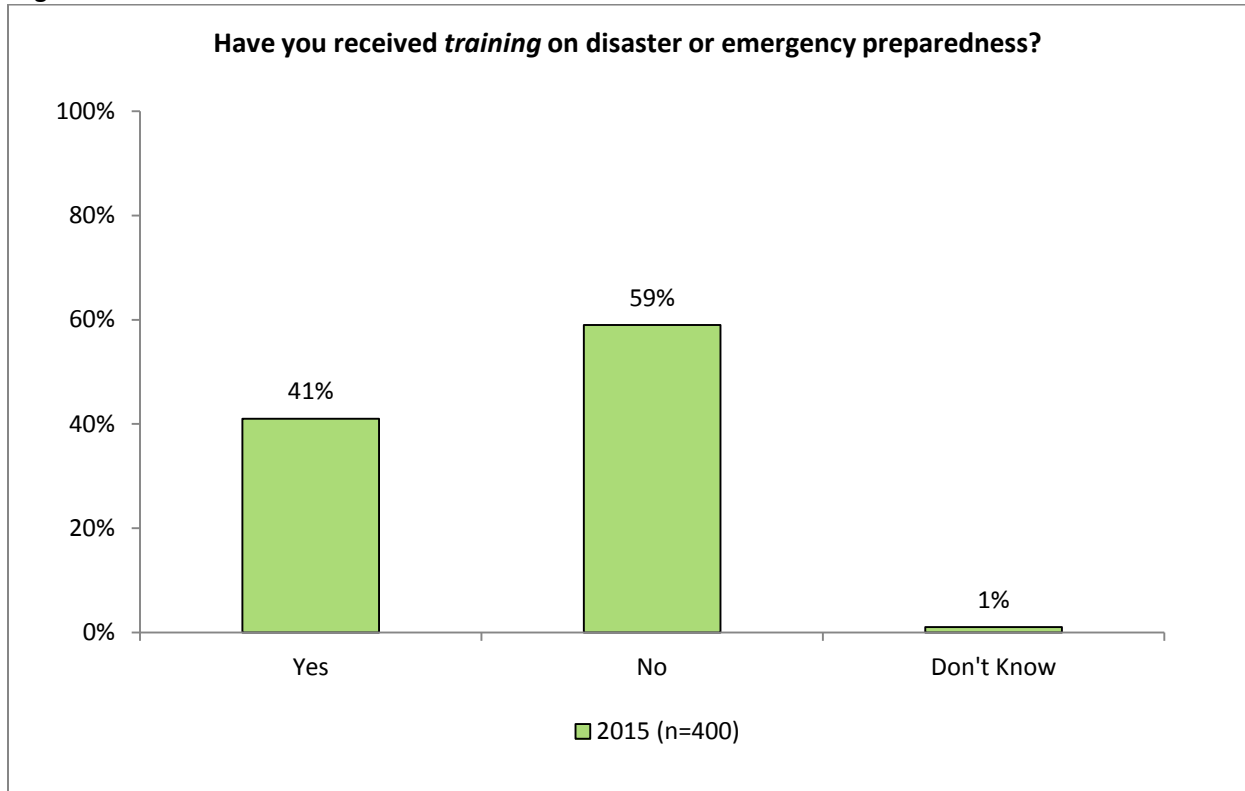


Other sources that were cited by respondents, that were not included in the list of resources asked, included the following:

- Through ones' employer or workplace (23%);
- From Strathcona County (e.g., brochures) (7%);
- Newspaper (7%);
- RCMP (3%);
- Through family or via word-of-mouth (3%);
- From a municipality (not Strathcona County/City of Edmonton) (2%); and
- Other (1% of responses or less) (10%).

Respondents were next asked about training received as measures to mitigate the impacts of a disaster or major emergency. When asked if they have received any training, 41% of the respondents reported that they had. See Figure 14, below.

Figure 14

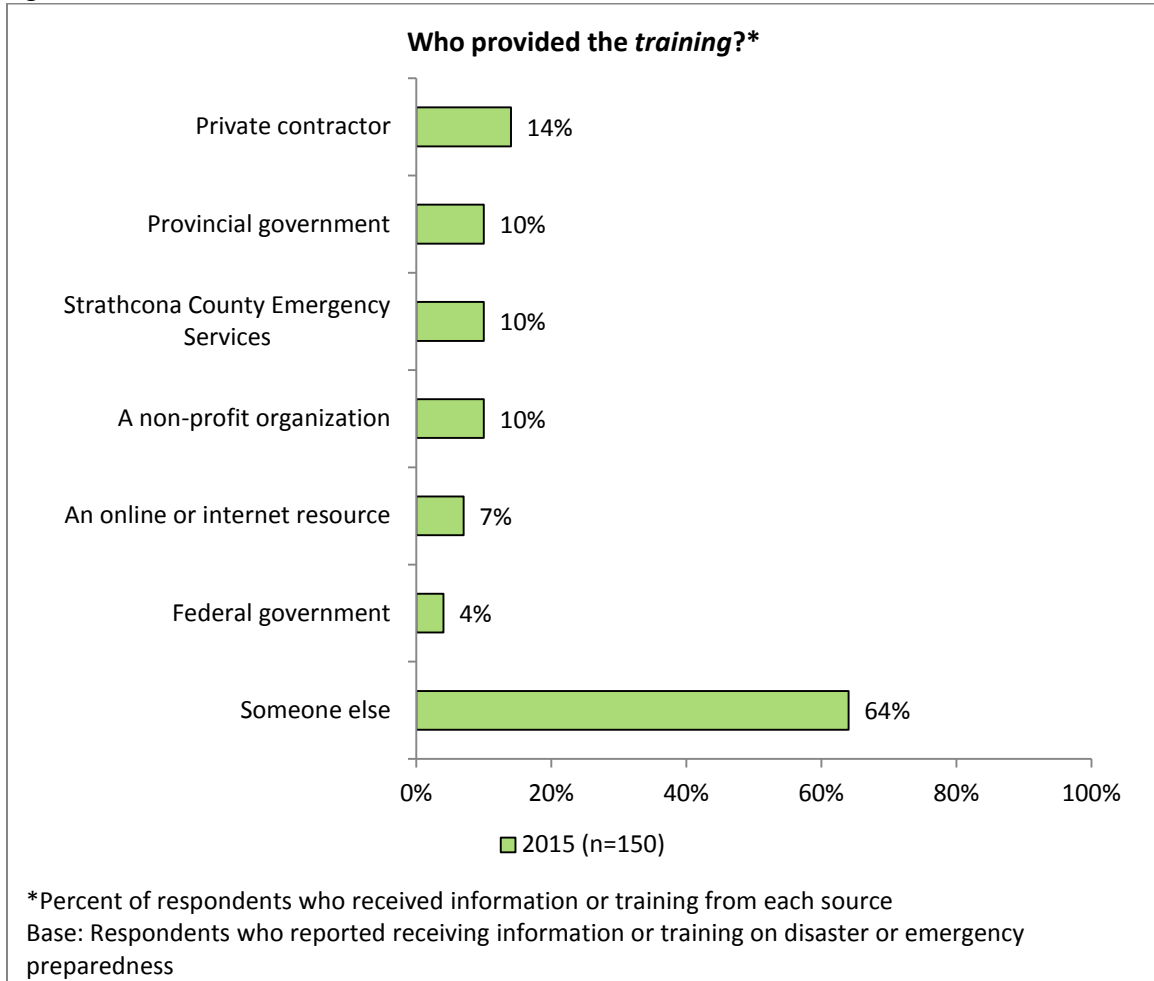


Respondent subgroups significantly more likely to have **received training on disaster or emergency preparedness** included:

- Those who live in rural Strathcona County (49%) versus those who live in Sherwood Park (37%);
- Those who are familiar with the term *shelter-in-place* (53%) versus those who are not (33%);
- Those who are familiar with the term *go bag* (48%) versus those who are not (30%);
- Those who have received disaster and emergency preparedness information (57%) versus those who have not (30%);
- Those aged 35 to 54 (51%) versus those aged 55 or older (35%); and
- Males (49%) versus females (33%).

Those who received training (n=163) were asked which sources they had received their training from, on an aided basis. Fourteen percent (14%) of the respondents reported receiving training from a private contractor, followed by 10% who received training from the Provincial government, Strathcona County Emergency Services, or a non-profit organization. See Figure 15, below.

Figure 15



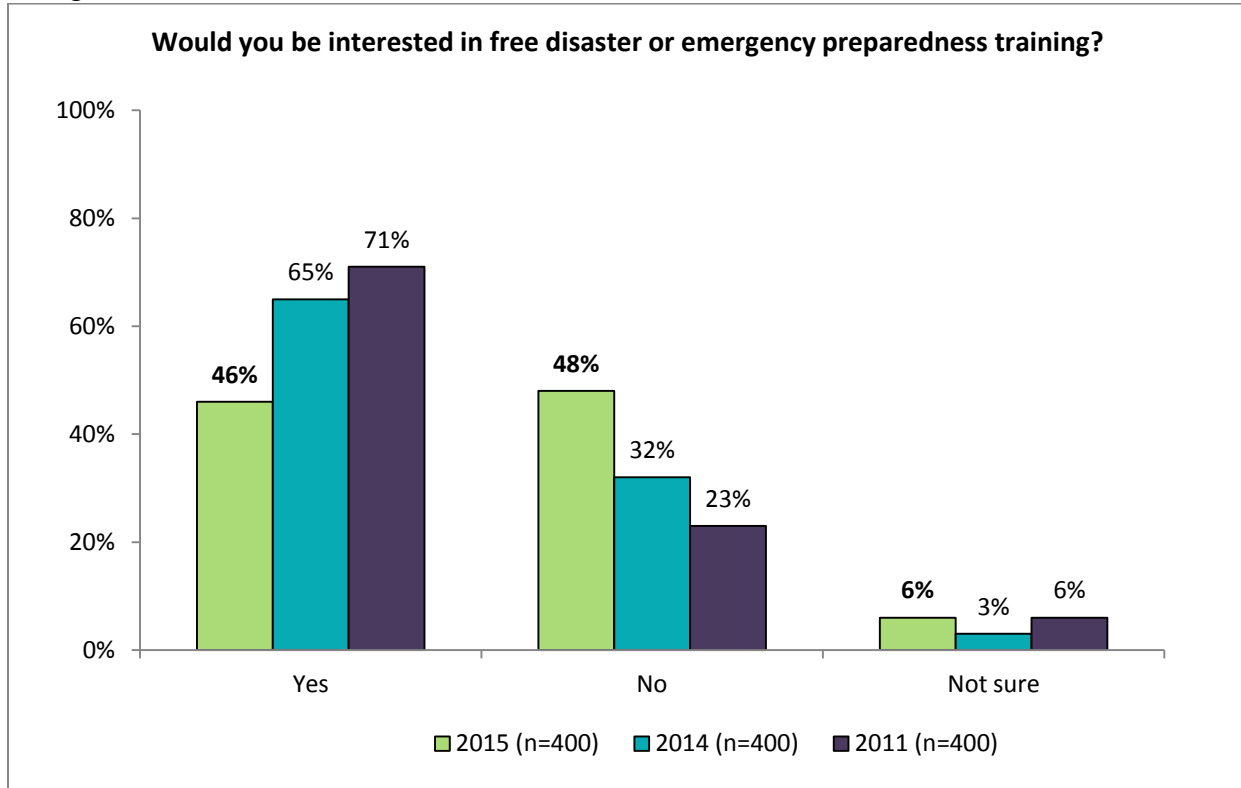
Other sources that were cited by respondents, that were not included in the list of resources asked, included the following:

- Through ones' employer or workplace (51%);
- From a municipality (not Strathcona County/City of Edmonton) (3%);
- The Canadian Military (2%); and
- Other (1% of responses or less) (8%).

All respondents were next asked if they, or another member of their household, would be interested in free disaster or emergency preparedness training; 46% of the respondents (a *significant decrease* from 65% in 2014) reported that they would, while 48% would not. See Figure 16, below.

Please note the following sentence was added at the beginning of the question in 2015: “As a part of this review, Strathcona County is offering free emergency preparedness training.”

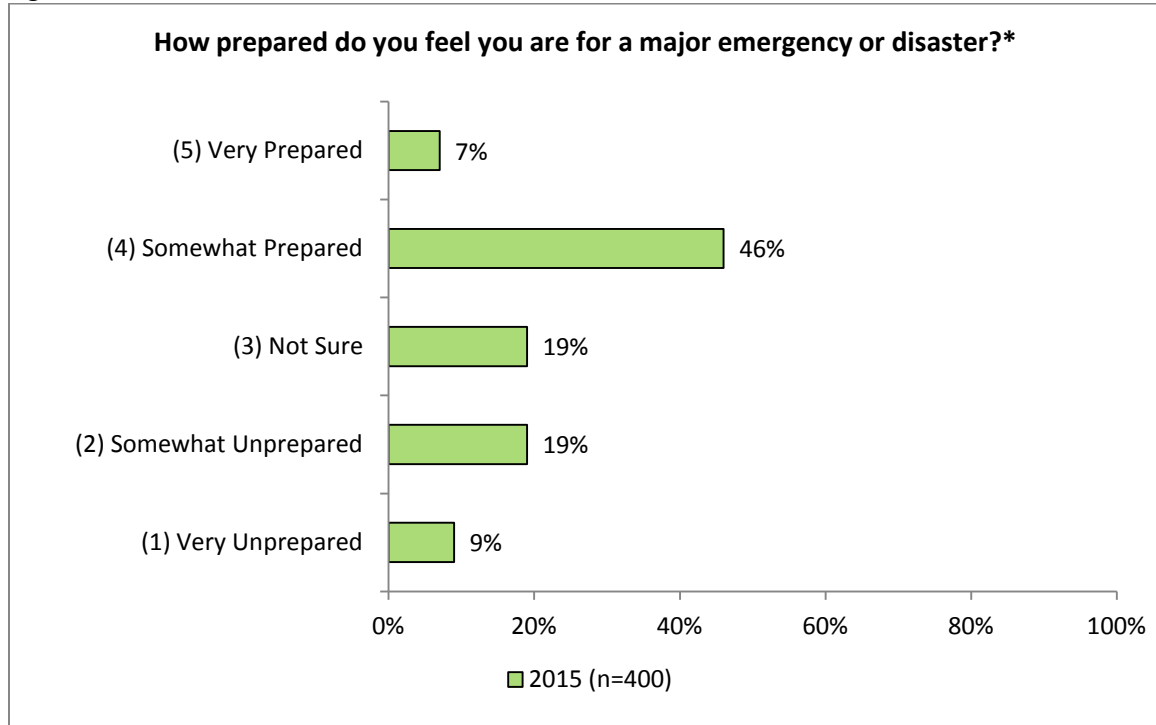
Figure 16



Using a scale of 1 to 5, where 1 meant “very unprepared” and 5 meant “very prepared,” respondents were asked how prepared they felt they were for a major emergency or disaster. More than half of the respondents (54%) felt that they were prepared. See Figure 17, below.

Please note that in 2014 the question asked “How prepared do you feel Strathcona County is for a major emergency or disaster?” preventing comparability of the data.

Figure 17



Respondent subgroups significantly more likely to have **felt that they are prepared for a major emergency or disaster** included:

- Those who live in rural Strathcona County (65%) versus those who live in Sherwood Park (49%);
- Those who have seen or heard messages regarding emergency preparedness (60%) versus those who have not (44%);
- Those who are familiar with the term *shelter-in-place* (64%) versus those who are not (47%); and
- Those who have received disaster and emergency preparedness information (66%) versus those who have not (46%); and
- Those who have received disaster and emergency preparedness training (66%) versus those who have not (45%).

### 4.3 Public Emergency Notification

In the next section of the survey, respondents were asked a series of questions concerning public emergency notification, and preferred methods for communication during a disaster or major emergency. Respondents were first provided with the following information:

*“During a disaster or emergency, it is very important that responding agencies be able to provide information to residents about the emergency. Clear, timely communications about items including impending risks or current risks or events, changes in conditions, evacuation notices, and shelter-in-place recommendations need to be communicated quickly and effectively.”*

Using a scale of 1 to 5, where 1 meant “very ineffective” and 5 meant “very effective,” respondents were then asked to rate the effectiveness of a list of methods for the quick and effective communication of critical information prior to, or during, a disaster. Methods that respondents considered to be the most effective (ratings of 4 or 5 out of 5) included:

- Direct contact from emergency responders (78% a *significant increase* from 71% in 2014);
- Community sirens and public address systems (72%);
- Cell phones (65%, an increase from 60% in 2014); and
- Radio stations (63%, a *significant decrease* from 77% in 2014).

Methods that respondents were least likely to consider to be effective included:

- Social media (35% rated as effective, comparable to 36% in 2014);
- Internet and/or websites (31%, a decrease from 37% in 2014); and
- Northeast Region Community Awareness Emergency Response (NRCAER) Update Line (20%, comparable to 19% in 2014).

See Figure 18, on the following page, and Table 7, on page 48.

Please note that the 2014 questionnaire asked “Community sirens and Strathcona County alerts”, whereas in the 2015, the questionnaire asked both “Community sirens and public address systems” and “Strathcona County alerts,” preventing comparability of the data.

Figure 18

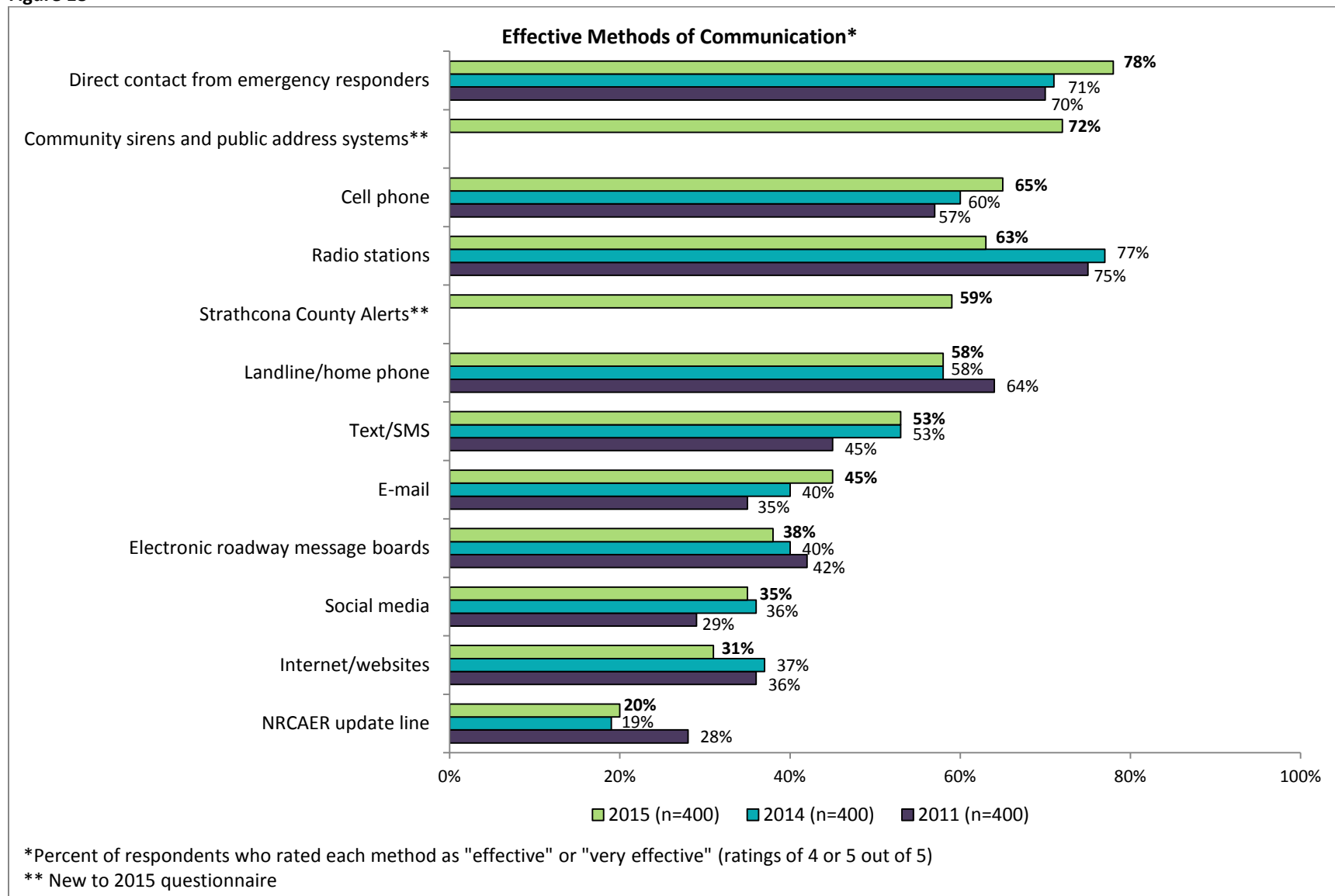


Table 7

How effective do you feel the following methods would be for quickly and effectively communicating critical information to you prior to, or during, a disaster or major emergency?						
	Percent of Respondents (n=400)					
	(1) Very Ineffective	(2) Ineffective	(3) Neutral	(4) Effective	(5) Very Effective	No Opinion
Direct contact from emergency respondents (door-to-door)	4	7	11	24	55	-
Community sirens and public address systems	7	7	13	36	36	1
Strathcona County alerts	8	9	19	23	36	6
Cell phone	14	7	13	31	34	1
Radio stations	6	14	17	31	32	1
Text/SMS	20	12	13	24	29	2
Landline/home phone	5	14	22	34	25	1
E-mail	16	14	24	25	20	2
Electronic roadway message boards	16	18	26	23	15	3
Social media (e.g., Twitter, Facebook)	35	14	15	21	14	2
Internet/websites	18	23	26	21	10	2
Northeast Region Community Awareness Emergency Response (NRCAER) update line	26	21	19	13	7	15



Respondent subgroups significantly more likely to have **reported that electronic roadway message boards would be effective for communicating critical information** included:

- Those who live in Sherwood Park (43%) versus those who live in rural Strathcona County (28%); and
- Females (43%) versus males (33%).

Respondent subgroups significantly more likely to have **reported that radio stations would be effective for communicating critical information** included:

- Those who have seen or heard messages regarding emergency preparedness (67%) versus those who have not (56%); and
- Those aged 35 to 54 (69%) versus those aged 55 and older (58%).

Respondent subgroups significantly more likely to have **reported that e-mail would be effective for communicating critical information** included:

- Those who have seen or heard messages regarding emergency preparedness (49%) versus those who have not (39%); and
- Those aged 35 to 54 (52%) versus those aged 55 and older (39%).

Respondent subgroups significantly more likely to have **reported that text messages or SMS would be effective for communicating critical information** included:

- Those who live in Sherwood Park (56%) versus those who live in rural Strathcona County (45%); and
- Those aged 35 to 54 (74%) versus those aged 55 and older (39%).

Respondent subgroups significantly more likely to have **reported that cell phones would be effective for communicating critical information** included:

- Those who live in Sherwood Park (70%) versus those who live in rural Strathcona County (53%);
- Those who are interested in free disaster training (72%) versus those who are not (58%);
- Those aged 35 to 54 (78%) versus those aged 55 and older (56%); and
- Males (71%) versus females (59%).

Respondent subgroups significantly more likely to have **reported that landlines or home phones would be effective for communicating critical information** included:

- Those who have not received disaster and emergency preparedness training (65%) versus those who have (49%).
- Those aged 55 or older (67%) versus those aged 35 to 54 (44%); and
- Females (64%) versus males (53%).

Respondent subgroups significantly more likely to have **reported that the internet or websites would be effective for communicating critical information** included:

- Those who live in Sherwood Park (34%) versus those who live in rural Strathcona County (23%); and
- Those who have seen or heard messages regarding emergency preparedness (35%) versus those who have not (24%).

Respondent subgroups significantly more likely to have **reported that community sirens would be effective for communicating critical information** included:

- Those who live in Sherwood Park (80%) versus those who live in rural Strathcona County (55%); and
- Those who are unfamiliar with the term *shelter-in-place* (76%) versus those who are (66%).

Those who live in Sherwood Park (39%) were significantly more likely to have **reported that social media would be effective for communicating critical information** versus those who live in rural Strathcona County (24%).

Respondent subgroups significantly more likely to have **reported that Strathcona County Alerts would be effective for communicating critical information** included:

- Those who live in Sherwood Park (63%) versus those who live in rural Strathcona County (48%);
- Those who have seen or heard messages regarding emergency preparedness (68%) versus those who have not (45%);
- Those who are familiar with the term *shelter-in-place* (65%) versus those who are not (55%); and
- Those who have received disaster and emergency preparedness information (69%) versus those who have not (52%); and
- Females (66%) versus males (52%).

Those who are unfamiliar with the term *go bag* (25%) were significantly more likely to have **reported that the NRCAER Update Line would be effective for communicating critical information**, versus those who are (17%).

When respondents were asked if there was anything else they would like to share concerning their views about disasters or major emergencies, including emergency communications or preparedness, one-quarter of respondents (25%) provided additional comments. Over one-quarter of those who provided additional comments (26%, n=98) indicated they needed more communication and awareness about the plans, or that they were unaware of the plans. Eighteen percent (18%) of respondents were satisfied with the County’s preparedness and awareness they are providing and 15% said that everyone should be prepared for an emergency. See Table 8, below.

**Table 8**

<b>Please tell me what you would like to share with us concerning your views about disasters or major emergencies, including emergency preparedness?</b>	
<b>Base: Respondents with comments about disasters or major emergencies</b>	<b>Percent of Respondents* (n=98)</b>
Need more communication/information/awareness about plans/was unaware	26
Satisfied with County’s preparedness/awareness provided/that are preparing	18
Everyone should be prepared/get training/we need to be prepared	15
Need to have more radio/TV warnings/more local stations used	7
Should have more sirens/need a siren system/immediate warning system	5
Need to be aware that communication will be limited if power outage occurs	5
Should send out warnings through telephones/cell phones/texts	4
Is concerned about emergencies at the refineries	4
Need separate plans for rural areas and urban areas	3
Is satisfied that Strathcona County is doing the survey	3
Concerned that warnings are issued too often reducing effectiveness	2
Hopes they never have to experience a disaster	2
County has poor cell phone reception/internet connection	2
Other (single mentions)	10

**\*Multiple Responses**

#### 4.4 Respondent Demographics

Table 9, below, provides a demographic profile of the respondents surveyed for the 2015 Emergency Management and Preparedness Survey.

**Table 9**

	Percent of Respondents (n=400)
<b>Gender</b>	
Male	50
Female	50
<b>Age</b>	
18 to 24	1
25 to 34	5
35 to 44	14
45 to 54	20
55 to 64	25
65 years of age or older	35
<b>Location</b>	
In Sherwood Park	70
In rural Strathcona County	30
<b>Length of Residence in Strathcona County</b>	
One (1) year or less	1
Two (2) to four (4) years	3
Five (5) to nine (9) years	14
Ten (10) to nineteen (19) years	26
Twenty (20) years or more	56
<b>Mean</b>	<b>23.98 years</b>

## **APPENDIX A – SURVEY INSTRUMENT**

**Strathcona County – Emergency Management Survey  
2015**

Hello. My name is \_\_\_\_\_ of Banister Research and Consulting, a professional research firm. We are doing a survey of adult residents about preparedness, response and notification for major emergency events or disasters within Strathcona County.

Before we continue, I need to know:

Do you live:        In Strathcona County  
                          Sherwood Park, or  
                          Elsewhere?

Thank and terminate if elsewhere.

- A. Are you 18 years of age or older?
  - a. Yes
  - b. No
- B. Is there an adult in the household that we may speak with?
  - a. Yes
  - b. No
- C. Can you spare me about XX minutes of your time right now to take part in this important survey?
  - a. Yes
  - b. No
- D. When could I call you back to answer this survey?
  - a. Yes
  - b. No
- E. Is there another adult in your household who could answer this survey?
  - a. Yes
  - b. No

Once an adult member of the household is on the line, continue.

The survey will ask for your opinions about risks, major emergencies and disasters in Strathcona County which could include natural events such as severe weather or tornadoes, flooding or wildfires. Major emergencies or disasters could also result from preventable or intentional events caused by humans or human activity such as terrorist attacks or chemical releases. The County will use these results to evaluate its services, and help make the best use of resources.

**[INTERVIEWER NOTE:** If the respondent has questions, they can contact Karen Tomnuk, Communications & Marketing Specialist with Strathcona County Emergency Services, at (780) 464-8203, or by e-mail, at [Karen.Tomnuk@strathconca.ca](mailto:Karen.Tomnuk@strathconca.ca).

### SECTION 1: DISASTER/MAJOR EMERGENCY RISK

We would like to start by asking you some questions about the risk various hazards pose to you and your property. Please remember the answers are entirely based on your own opinion and there are no right or wrong answers

1. I'd like to read some different types of hazards to you, and for each, I'd like you to tell me to what extent you feel each of the following could affect you and your household in the next 5 years. We will use a 5 point scale, where 1 means you think there would be no risk, and 5 means you think there would be a great risk.

What about \_\_\_\_\_? *(Read each item repeat scale instructions if necessary)*

	No risk			Great risk	No opinion	
	1	2	3	4	5	6
Wildfires	1	2	3	4	5	6
Severe winter storms	1	2	3	4	5	6
Severe summer storms	1	2	3	4	5	6
Tornadoes	1	2	3	4	5	6
Flooding	1	2	3	4	5	6
Chemical release from rail or transport vehicle	1	2	3	4	5	6
Chemical release from a pipeline	1	2	3	4	5	6
Industrial facility chemical release, fire or explosion	1	2	3	4	5	6
Infectious disease outbreak	1	2	3	4	5	6
Extended power outage	1	2	3	4	5	6
Natural gas outage	1	2	3	4	5	6

In the next few questions we are going to ask some questions referring to disasters or major emergencies.

2. Using the same scale as before, in the next 5 years, how much of a risk do you feel a disaster or major emergency could pose to \_\_\_\_\_ (read each item except no opinion)

	No risk			Great risk		No opinion
	1	2	3	4	5	6
Your household						
Your community						
The natural environment						

**SECTION 2: DISASTER/MAJOR EMERGENCY AWARENESS**

3. I'd now like to ask you for your opinion about different aspects of Strathcona County's preparedness and response to major emergencies or disasters. Are you aware . . . ?

	Yes	No	Not sure
That Strathcona County has a public emergency alert system (Strathcona County Alerts)?	1	2	9
That Strathcona County has an emergency or disaster plan?			

4. In the past 12 months, have you seen or heard any messages encouraging you to be prepared for emergency situations?
  - a. Yes (proceed to question 4a)
  - b. No (proceed to question 5)

4a – Did you see or hear this information (read list, select all that apply)

- radio
- television
- newspaper
- internet
- relative, friend or neighbor
- brochure or pamphlet
- course, presentation or workshop
- any other places (please specify)
- don't know/not stated

5. Have you heard of the term shelter-in-place?
  - a. Yes
  - b. No



*If no, say: "Just so you know, when asked to shelter-in-place, you must remain indoors, or if outside, go indoors immediately."*

- 6. Have you heard of the term evacuation?
  - a. Yes
  - b. No

*If no, say: "Just so you know, when asked to evacuate, leave the area immediately."*

- 7. Have you heard of the term "go bag" or "72 hour bag" or "emergency preparedness bag"?
  - a. Yes
  - b. No

*If no, say: "Just so you know, a go bag is prepared in advanced and used if asked to shelter-in-place or evacuate. It can include, but is not limited to, enough non-perishable food and water per person in your household for 72 hours, copies of important documents, a crank radio and a blanket."*

**SECTION 3: PREPAREDNESS**

8. How prepared do you feel Strathcona County is for a major emergency or disaster? Would you say that you are: (read all except for no opinion)

Very unprepared	Somewhat unprepared	Not sure	Somewhat prepared	Very prepared	No opinion
1	2	3	4	5	9

9. How prepared do you feel you are for a major emergency or disaster? Would you say that you are: (read all except for no opinion)

Very unprepared	Somewhat unprepared	Not sure	Somewhat prepared	Very prepared	No opinion
1	2	3	4	5	9

10. We'd now like to ask you about different activities that you might have completed or are planning to complete to prepare you and your family for disasters or major emergencies.

What about \_\_\_\_\_? Have you (read options).

	Done it	Plan to do next year	Had not planned to do it
Obtaining a copy of the Strathcona County Emergency Preparedness guide	1	2	3
Developing an effective plan for sheltering-in-place if requested to do so	1	2	3

Developing an effective plan for evacuation if requested to do so	1	2	3
Ensuring that you have 72 hours of non-perishable food and water to meet your household needs	1	2	3
Preparing a “go bag” for evacuation or going to an emergency shelter.	1	2	3
Ensuring that people outside of your household who depend on you are prepared for a disaster.	1	2	3
Developing a plan to care for your pets or livestock during a disaster	1	2	3
Preparing your household to handle emergencies without outside assistance for 72 hours. This may happen if there is a large scale disaster when emergency response would most likely be delayed.	1	2	3
Ensuring familiarity with the emergency plans at your child’s school/s	1	2	3
Ensuring familiarity with emergency plans at my work place.	1	2	3
Signing up to receive Strathcona County Alerts.	1	2	3

11. On a scale of 1 to 5 where 1 means you strongly disagree and 5 means you strongly agree, to what extent do you agree that \_\_\_\_\_ are/is responsible for preparing for and reducing the impacts as a result of a major emergency or disaster?

	Strongly Disagree	disagree	neutral	agree	Strongly agree	No opinion
You and your household members	1	2	3	4	5	9
Strathcona County Emergency Services	1	2	3	4	5	9
The municipal government	1	2	3	4	5	9
The provincial government	1	2	3	4	5	9
The federal government	1	2	3	4	5	9

12. On a scale of 1 to 5, where 1 is very unlikely, how likely is it that you would evacuate if asked to by authorities during a major emergency or disaster?

Very unlikely	Unlikely	Not sure	Somewhat likely	Very likely	No opinion
1	2	3	4	5	9

13. Using the same scale, how likely is it that you would shelter-in-place if asked to by authorities during a major emergency or disaster?

Very unlikely	Unlikely	Not sure	Somewhat likely	Very likely	No opinion
1	2	3	4	5	9

14. Have you received information on disaster or emergency preparedness?

1. yes (proceed to Q 14a)
2. no (proceed to Q 15)
3. not sure (proceed to Q 15)

- 14a) Who provided the information? Was it: (select all that apply)

- an online or internet resource
- Strathcona County Emergency Services (fire department)
- Private contractor
- Provincial government
- Federal government
- A non-profit organization
- Someone else (please indicate)
- Don't remember

15. Have you received training on disaster or emergency preparedness?
  1. Yes (proceed to Q 15a)
  2. No (proceed to Q 16)
  3. not sure (proceed to Q 16)

- 15a) Who provided the training? Was it: (select all that apply)
- an online or internet resource
  - Strathcona County Emergency Services (fire department)
  - Private contractor
  - Provincial government
  - Federal government
  - A non-profit organization
  - Someone else (please indicate)
  - Don't remember

16. As part of this review, Strathcona County is offering free emergency preparedness training. Would you or a member of your household be interested in attending the training? Your name and contact information will be provided to the Community Safety Education Coordinator at Strathcona County Emergency Services to arrange training. If you have any questions, you can contact him at 780-416-7215

- a. Yes
- b. No
- c. Not sure  
(permission to get name and best way to contact, READ:)

May I confirm that we have your permission to collect and release your contact information to Strathcona County? Please be assured that only your contact information will be released to the County for emergency preparedness training, and your personal information will NOT be linked to your survey responses today. **[RESPONSE REQUIRED]**

- a. Yes **[RECORD INFORMATION BELOW]**
- b. No

What is your name?

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What is the best way to contact you for emergency preparedness training opportunities? **[RESPONSE REQUIRED, SELECT ALL THAT APPLY]**

- a. Telephone (record number): \_\_\_\_\_
- b. E-mail (record e-mail address): \_\_\_\_\_
- c. Other (e.g., secondary phone number/e-mail): \_\_\_\_\_

17. Given everything that we have just talked about in this survey, how prepared do you feel you are for a major emergency or disaster (read all except for no opinion)

Very unprepared	Somewhat unprepared	Not sure	Somewhat prepared	Very prepared	No opinion
1	2	3	4	5	9

#### SECTION 4: PUBLIC EMERGENCY NOTIFICATION DURING DISASTERS OR MAJOR EMERGENCIES

During a disaster or major emergency, it is very important that information can be sent to those people affected by the disaster in a timely way. Clear, concise, accurate and consistent information is the communications goal during a large-scale event.

How effective do you feel the following methods would be for quickly and effectively communicating critical information to you prior to or during a disaster or major emergency. We will use a scale of 1 to 5 where 1 is very ineffective and 5 is very effective. What about \_\_\_\_ (read each method)?

	Very Ineffective	Ineffective	Neutral	Effective	Very Effective	No Opinion
Electronic roadway message boards	1	2	3	4	5	9
Radio stations	1	2	3	4	5	9
E-mail	1	2	3	4	5	9
Text/SMS	1	2	3	4	5	9
Cell phone	1	2	3	4	5	9
Landline/home phone	1	2	3	4	5	9
Internet/websites	1	2	3	4	5	9
Community sirens and public address systems	1	2	3	4	5	9
Direct contact from emergency responders (door to door)	1	2	3	4	5	9
Social media (Twitter, Facebook, etc)	1	2	3	4	5	9
Strathcona County Alerts	1	2	3	4	5	9
NR CAER (NorthEast Region Community Awareness and Emergency	1	2	3	4	5	9

Response) Update line						
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Is there anything else you would like to share with us concerning your views about disaster or major emergencies, including emergency communications or preparedness?

**SECTION 5: RESPONDENT DEMOGRAPHICS**

18. Approximately how long have you lived in Strathcona County?

\_\_\_\_\_ years (if less than one, put 0)

19. And as I read a list of age groups, please stop me when I mention the group that includes your age....

- 1. 18 to 24
- 2. 25 to 34
- 3. 35 to 44
- 4. 45 to 54
- 5. 55 to 64
- 6. 65 years of age or older
- 9. Refused

20. **DO NOT READ - NOTE GENDER** 1. Male 2. Female

Could I get your first name or initials in case my supervisor wants to verify that we completed this survey?

Thank you for your help in completing this survey, and have a very pleasant evening.