



2016 Emergency Management and Preparedness Survey
Draft Report

May 20, 2016



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1.0 SUMMARY OF FINDINGS

Banister Research and Consulting Inc. was contracted by Strathcona County to conduct the 2016 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 2016 survey included:

Emergency Preparedness

- Twenty-one percent (21%) of respondents had received information or training regarding emergency preparedness in the past 12 months, while 77% had not.
 - Respondents who had received information or training regarding emergency preparedness in the past 12 months (n=83) were asked who they received the information or training from. Most commonly, the information or training was provided by their place of work (33%), Strathcona County Emergency Services (22%), and an online internet resource (16%).
- Forty-five percent (45%) of respondents had, in the past 12 months, seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations, while 52% had not, and 4% did not know.
 - Of those who had seen or heard messages (n=179), 50% saw or heard these messages in the newspaper, followed by on the internet (16%) and on television (16%).
- Fifty-three percent (53%) of respondents had prepared their household to handle an emergency without outside assistance for 72 hours.
- Respondents were asked if they had developed a plan for their pets, livestock, or other animals in their care during a disaster. Twenty-two percent (22%) of respondents had developed a plan, 29% had not, and 48% did not have pets, livestock, or other animals in their care.
- Respondents with children 18 years of age or younger who attend school outside of the home (n=90) were asked if they were aware of emergency plans at their child's schools. Sixty percent (60%) were aware, while 38% were unaware.
- Sixty-five percent (65%) of respondents were aware of Strathcona County Alerts, while 33% were not aware, and 2% did not know.
 - Forty-four percent (44%) of respondents who were aware of Strathcona County Alerts (n=261) had signed up to receive Strathcona County Alerts.
- Sixty-five percent (65%) of respondents knew what to do if asked to "evacuate", while 33% did not.
- Sixty-three percent (63%) of respondents knew what to do if asked to "shelter-in-place," while 34% did not.
- Respondents were then asked if they knew at least three ways they could prevent a fire in their house. Seventy-nine percent (79%) knew at least three ways. Top responses included:
 - Being attentive and/or careful when cooking and/or using the stove and/or oven (27%); and
 - Having a fire extinguisher available (20%).

- Fifty-one percent (51%) of respondents knew at least three ways that they could become better prepared to handle a disaster. Top responses included:
 - Having an adequate supply of food and/or water (23%); and
 - Having an emergency kit prepared and/or essential supplies for a short period (11%).
- Fifty-seven percent (57%) of respondents who live in rural Strathcona County (n=120) had heard of the term “FireSmart,” while 43% had not.
- Eighty-one percent (81%) of respondents did not have additional comments, while 19% did have comments. Top responses included:
 - Everyone should be prepared and/or get training and/or that we need to be prepared [for emergency situations] (6%); and
 - Glad that Strathcona County was doing the survey and/or liked the survey (5%).

2.0 PROJECT BACKGROUND

Banister Research and Consulting Inc. was contracted by Strathcona County to conduct the 2016 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 awareness;
- Disaster or major emergency preparedness; and
- Public emergency notification during disasters or major emergencies.

This report outlines the results for the 2016 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 2016 questionnaire was based on the 2015 questionnaire, many modifications were made. The following sections from the 2015 survey were not included in the 2016 survey:

- Risk perception of hazards;
- Responsibility of citizen versus government in regards to emergencies and disasters;
- Likelihood of participation in emergency procedures; and
- Effectiveness of information dissemination methods during emergencies or disasters.

The following sections were added to the 2016 survey:

- Citizen knowledge of home fire prevention and disaster mitigation strategies.

Minor changes were also made to sections, including simplification of the emergency preparedness section. Comparisons to the 2015 survey results are made where applicable. A copy of the final questionnaire is provided in Appendix A.

3.2 Survey Population and Data Collection

Telephone interviews were conducted from April 27th to May 8th, 2016, 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 16% response rate and a 66% 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.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	400
Busy/No Answer/Answering Machine	1224
Respondents Unavailable	14
Refusals	799
Fax/Modem/Business/Not-In-Service/Wrong Number	1276
Language Barrier/Communication Problem	12
Disqualified/Quota Full	18
Appointment Set	99
Total	3842

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 and verbatim responses to open-ended questions 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.

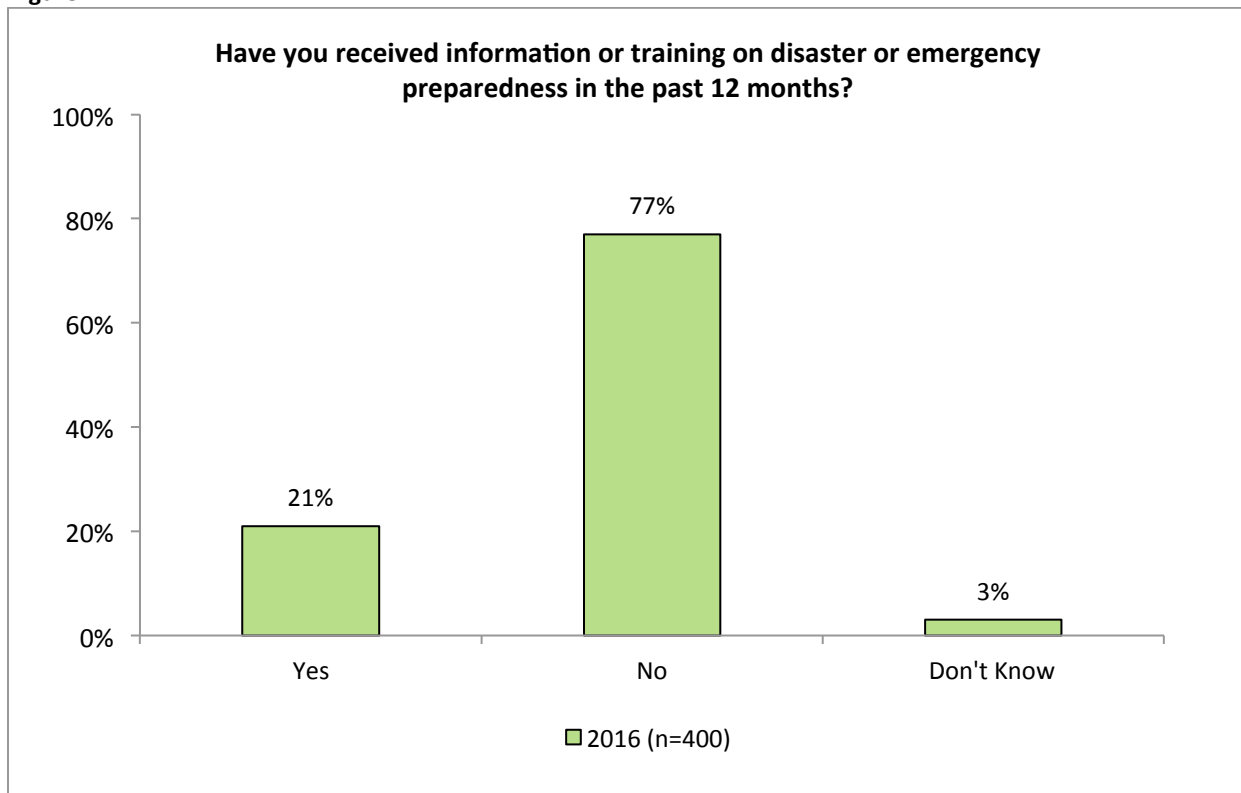
4.0 STUDY FINDINGS

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 Emergency Preparedness

Respondents were asked if they had received information or training regarding disaster or emergency preparedness in the past 12 months. Twenty-one percent (21%) of respondents had received information on disaster or emergency preparedness, while 77% had not. See Figure 1, below.

Figure 1

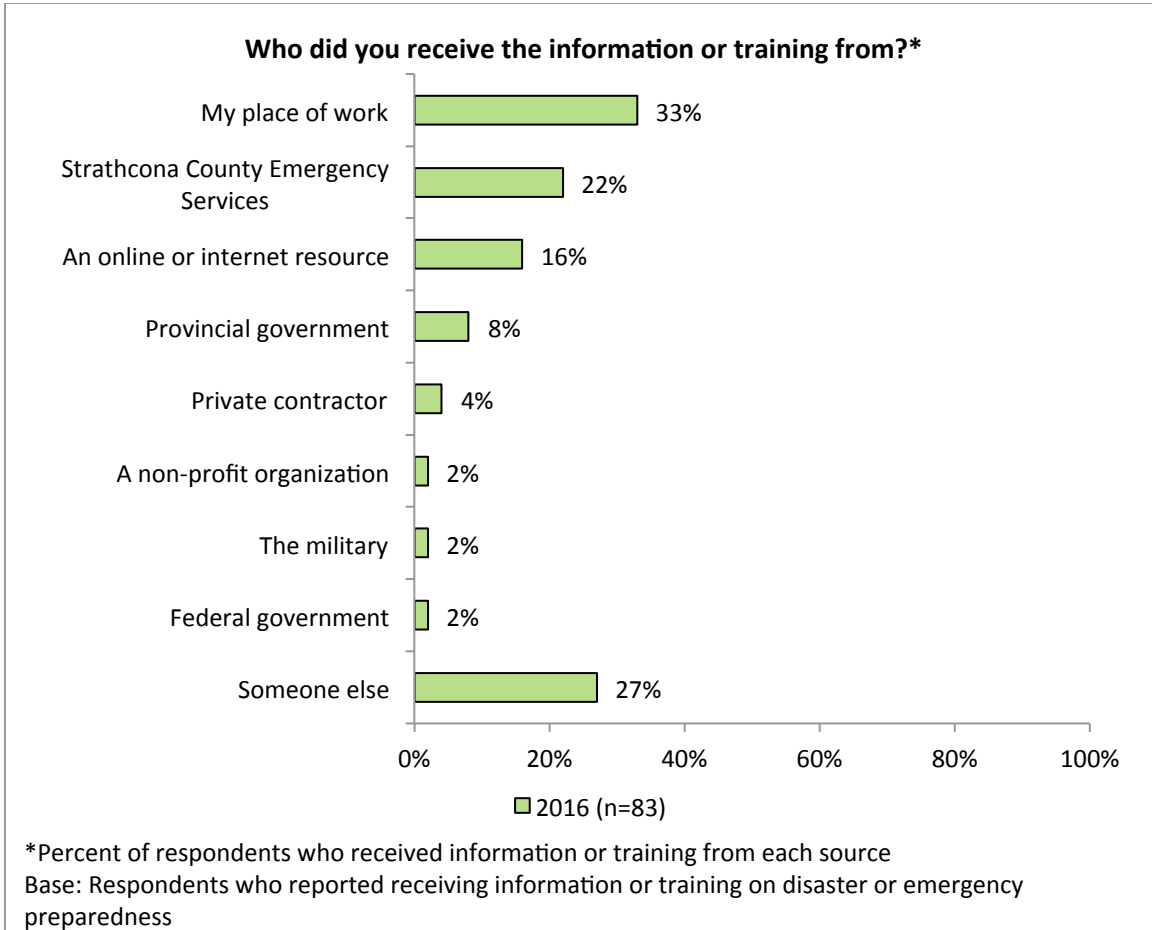


Respondent subgroups significantly more likely to have **received information or training on disaster or emergency preparedness in the past 12 months** included:

- Those who had children 18 years of age or younger who attend school outside of the home (30%, versus 18% of those who did not);
- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (30%, versus 14% of those who had not);
- Those whose household was prepared to handle an emergency without outside assistance for 72 hours (25%, versus 15% of those whose household was not);
- Those who had signed up to receive Strathcona County Alerts (33%, versus 18% of those who had not);
- Those who knew what to do if asked to “shelter-in-place” (24%, versus 14% of those who did not); and
- Those aged 35 to 54 (30%, versus 17% of those aged 55 or older).

Respondents who had received information or training regarding emergency preparedness in the past 12 months (n=83) were asked who they received the information or training from. Most commonly, the information or training was provided by their place of work (33%), Strathcona County Emergency Services (22%), and an online internet resource (16%). See Figure 2, below.

Figure 2

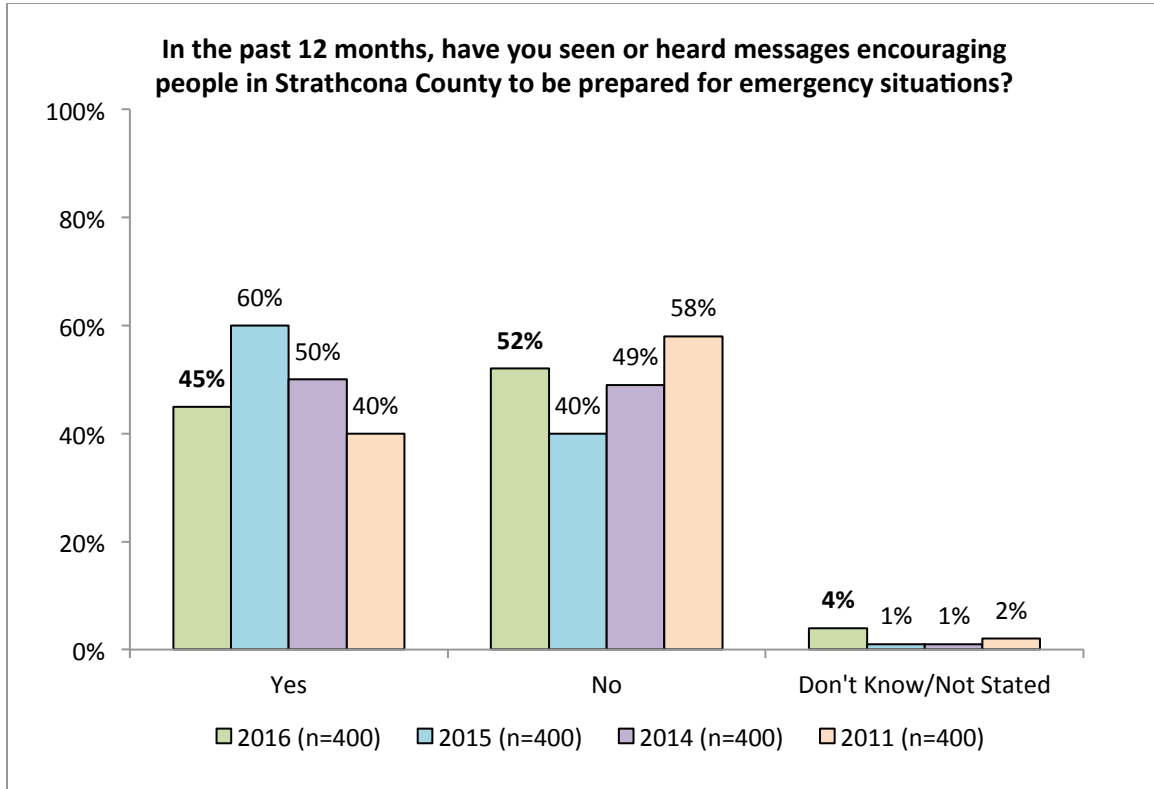


Responses for “Someone else” included:

- Newspaper (11%);
- My school/college/university (4%);
- Flyer/pamphlet in the mail (4%);
- My church/place of worship (2%);
- Television (2%);
- Word of mouth (e.g. friends, family, relatives etc.) (2%);
- Fire drills (2%);
- Condo board (1%); and
- Unsure/Don’t remember (7%).

Respondents were asked if, in the past 12 months, they had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations. Forty-five percent (45%, a significant decrease from 60% in 2015) had seen or heard messages, while 52% had not. See Figure 3, below.

Figure 3

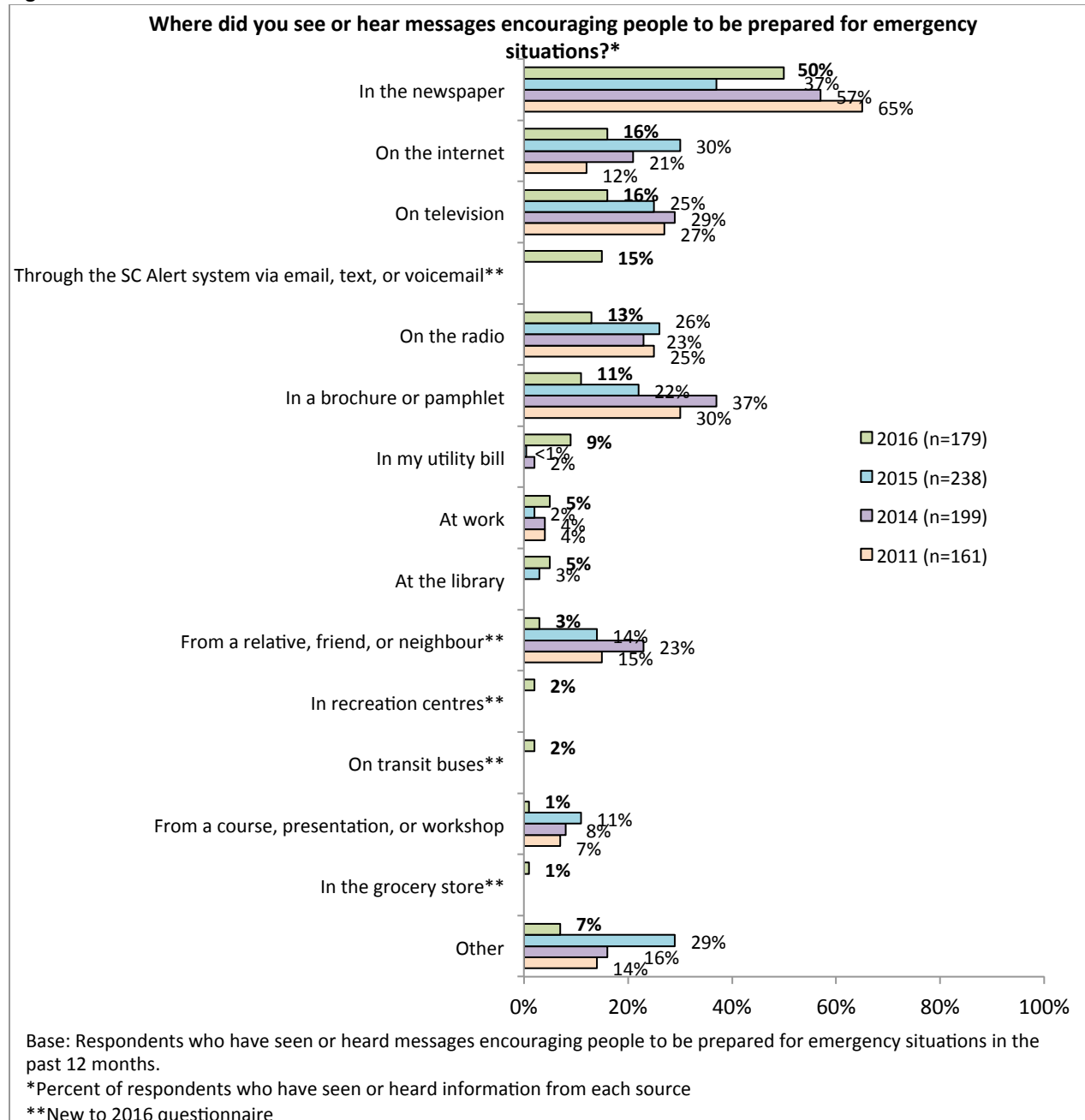


Respondent subgroups significantly *more likely* to have *seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations* included:

- Those who had children 18 years of age or younger who attend school outside of the home (54%, versus 42% of those who did not);
- Those who had received information or training regarding emergency preparedness in the past 12 months (64%, versus 40% of those who had not);
- Those whose household was prepared to handle an emergency without outside assistance for 72 hours (55%, versus 34% of those whose household was not);
- Those who had signed up to receive Strathcona County Alerts (68%, versus 52% of those who had not); and
- Those who knew what to do if asked to “shelter-in-place” (53%, versus 30% of those who did not).

Respondents who had seen or heard messages encouraging people to be prepared for emergency situations (n=179) were asked where they had seen or heard those messages. Most commonly, respondents had seen or heard messages in the newspaper (50%, a significant increase from 37% in 2015), on the internet (16%, a significant decrease from 30% in 2015), on the television (16%, a significant decrease from 25% in 2015), through the SC Alert system (15%), on the radio (13%, a significant decrease from 26% in 2015), and in a brochure or pamphlet (11%, a significant decrease from 22% in 2015). See Figure 4, below.

Figure 4



Note: The response options “At work” and “In my utility bill” were provided as aided (shown) response options in 2016, whereas they were unaided (not shown – i.e., captured in “other; specify”) in prior years. As a result, year-to-year increases in awareness levels should be interpreted with caution, as they may be attributed to changes in the structure of the question, as opposed to external factors.

*Those who lived in rural Strathcona County were significantly more likely to have seen or heard messages encouraging people to be prepared for emergency situations **on the internet** (26%, versus 13% of those who lived in Sherwood Park);*

*Those who lived in rural Strathcona County were significantly more likely to have seen or heard messages encouraging people to be prepared for emergency situations **in recreation centres** (7%, versus 1% of those who lived in Sherwood Park);*

*Those who had children 18 years of age or younger who attend school outside of the home were significantly more likely to have seen or heard messages encouraging people to be prepared for emergency situations from a **friend, relative, or neighbor** (8%, versus 2% of those who did not);*

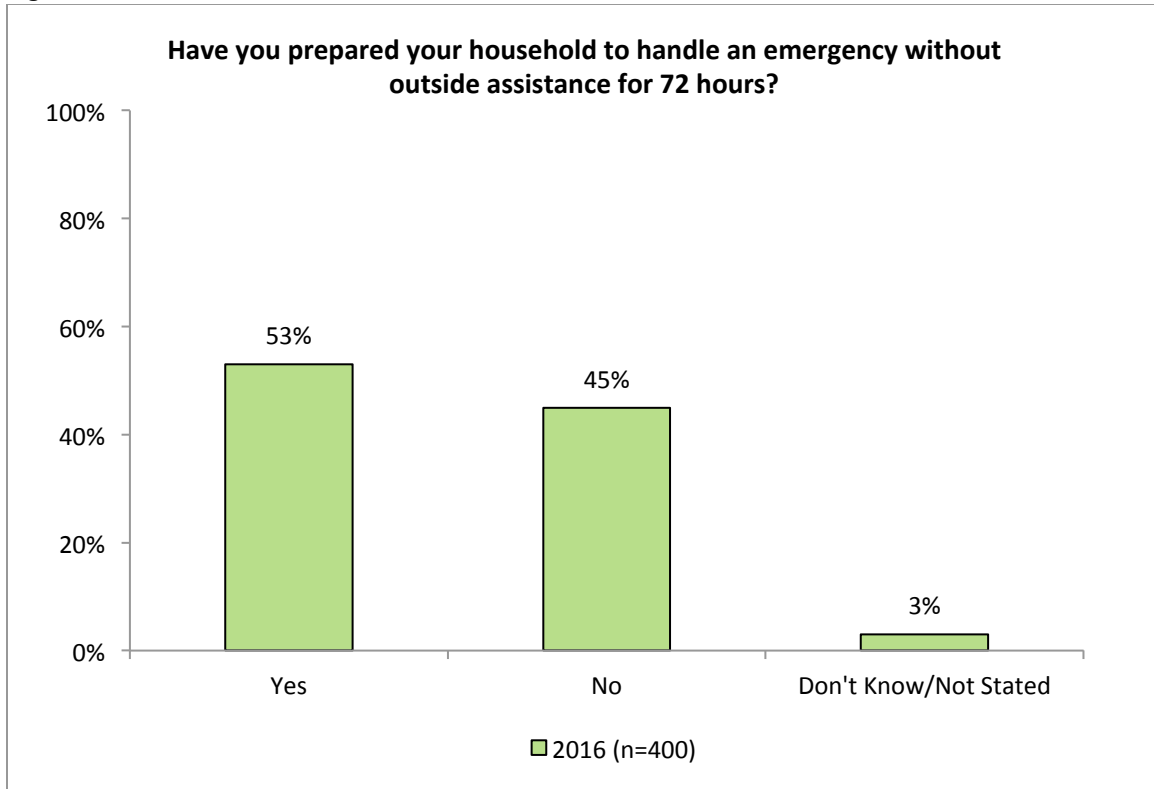
*Those who did not know what to do if asked to “shelter-in-place” were significantly more likely have seen or heard messages encouraging people to be prepared for emergency situations **on television** (29%, versus 12% of those who did);*

*Respondents significantly more likely to have seen or heard messages encouraging people to be prepared for emergency situations **through the Strathcona County alert system via email, text, or voice mail** included:*

- *Those who had received information or training regarding emergency preparedness in the past 12 months (28%, versus 9% of those who had not); and*
- *Those who had signed up to receive Strathcona County Alerts (31%, versus 1% of those who had not signed up).*

Respondents were then asked if they had prepared their household to handle an emergency without outside assistance for 72 hours. The majority of respondents (53%) had prepared their household to handle an emergency without outside assistance for 72 hours, while 45% had not. See Figure 5, below.

Figure 5

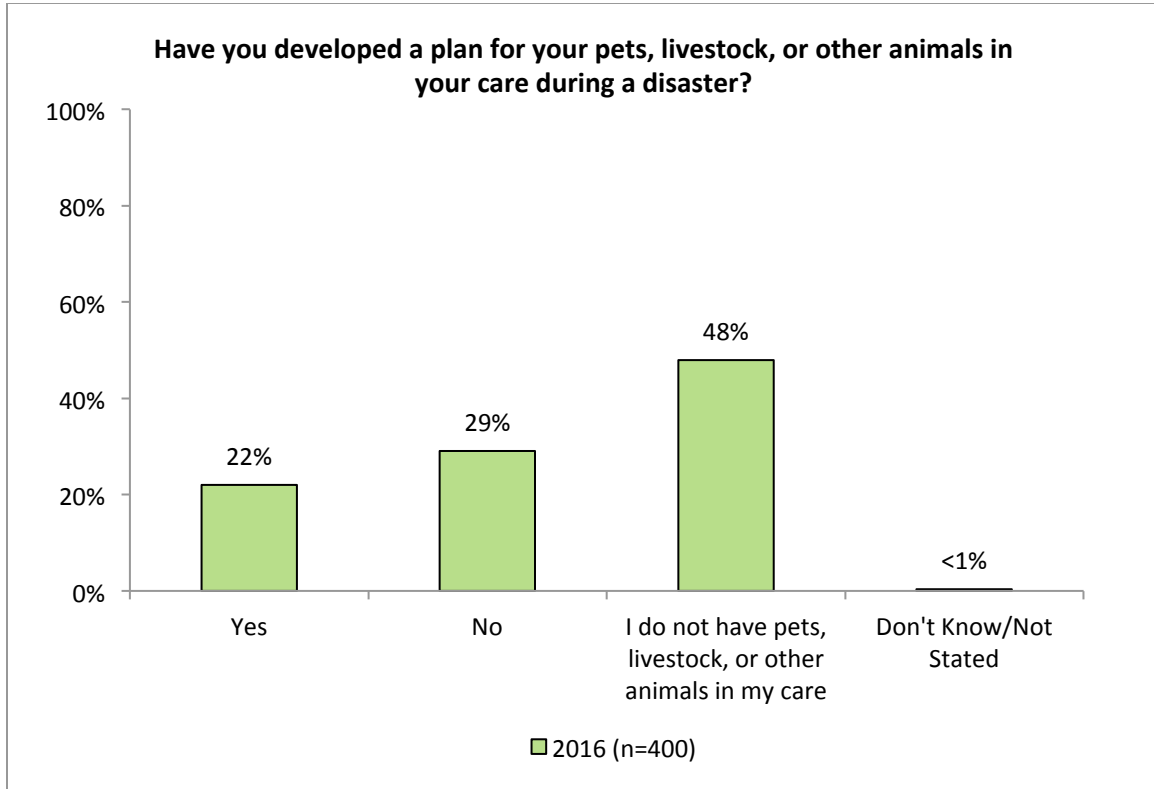


Respondent subgroups significantly more likely to have **prepared their household to handle an emergency without outside assistance for 72 hours** included:

- Those who lived in rural Strathcona County (66%, versus 47% of those who lived in Sherwood Park);
- Those who had received information or training regarding emergency preparedness in the past 12 months (64%, versus 50% of those who had not);
- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (64%, versus 45% of those who had not); and
- Those who knew what to do if asked to “shelter-in-place” (62%, versus 36% of those who did not).

Respondents were then asked if they had developed a plan for their pets, livestock, or other animals in their care during a disaster. Twenty-two percent (22%) of respondents had developed a plan, while 29% had not, and 48% did not have pets, livestock, or other animals in their care, as shown in Figure 6, below.

Figure 6

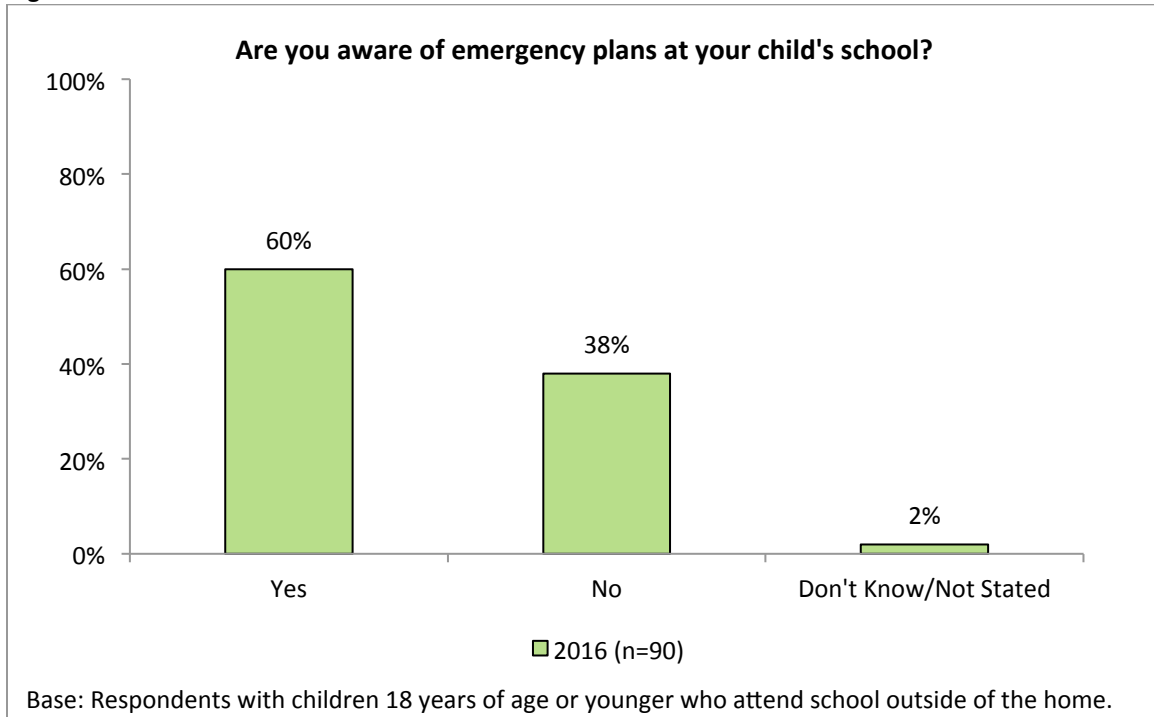


Respondent subgroups significantly *more likely* to have **developed a plan for their pets, livestock, or other animals in their care during a disaster** included:

- Those who lived in rural Strathcona County (34%, versus 17% of those who lived in Sherwood Park);
- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (27%, versus 18% of those who had not);
- Those whose household was prepared to handle an emergency without outside assistance for 72 hours (35%, versus 8% of those whose household was not);
- Those who had signed up to receive Strathcona County Alerts (29%, versus 17% of those who had not);
- Those who knew what to do if asked to “shelter-in-place” (29%, versus 10% of those who did not); and
- Those aged 35 to 54 (32%, versus 18% of those aged 55 or older).

Respondents with children 18 years of age or younger who attend school outside of the home (n=90) were asked if they were aware of emergency plans at their child's school. As shown in Figure 7, below, 60% of respondents were aware of emergency plans at their child's school, 38% were not aware, and 2% did not know.

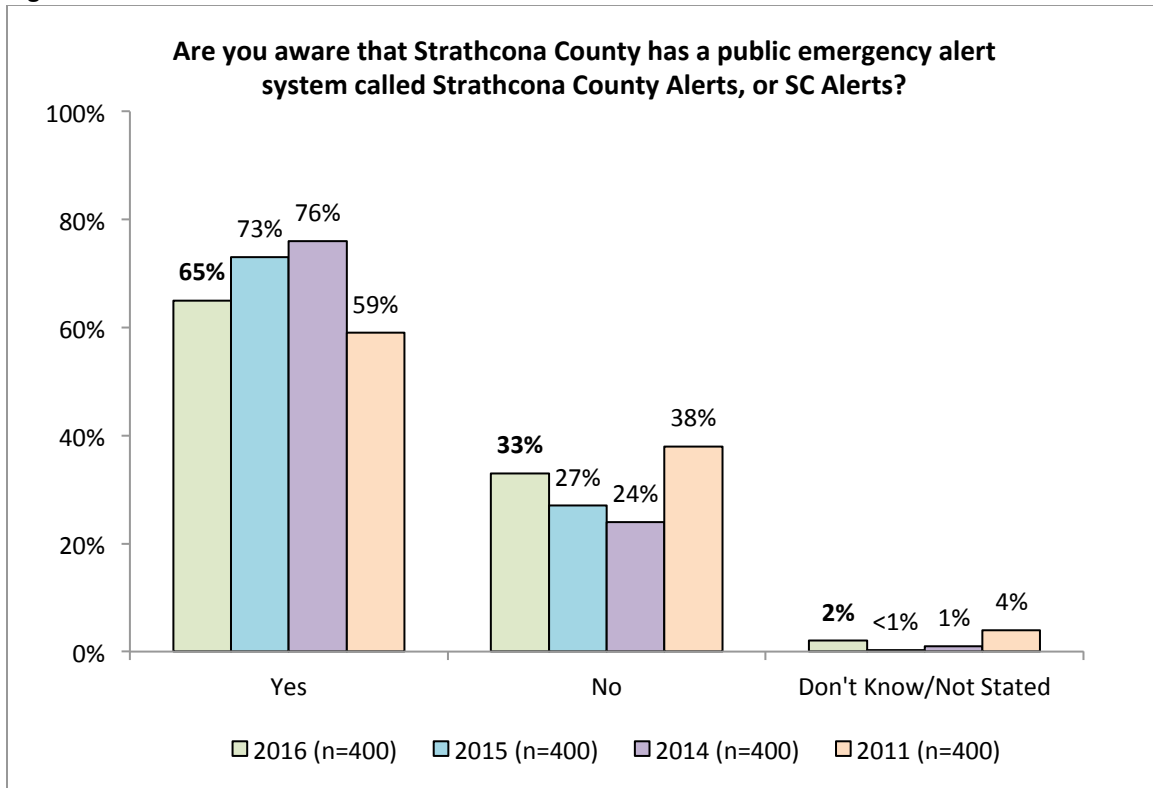
Figure 7



Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations were significantly more likely to be aware of emergency plans at their child's school (71%, versus 48% of those who had not).

Respondents were asked if they were aware that Strathcona County has a public emergency alert system called Strathcona County Alerts, or SC Alerts. Sixty-five percent (65%) of respondents were aware (a significant decrease from 73% in 2015), while 33% were not aware. See Figure 8, below.

Figure 8

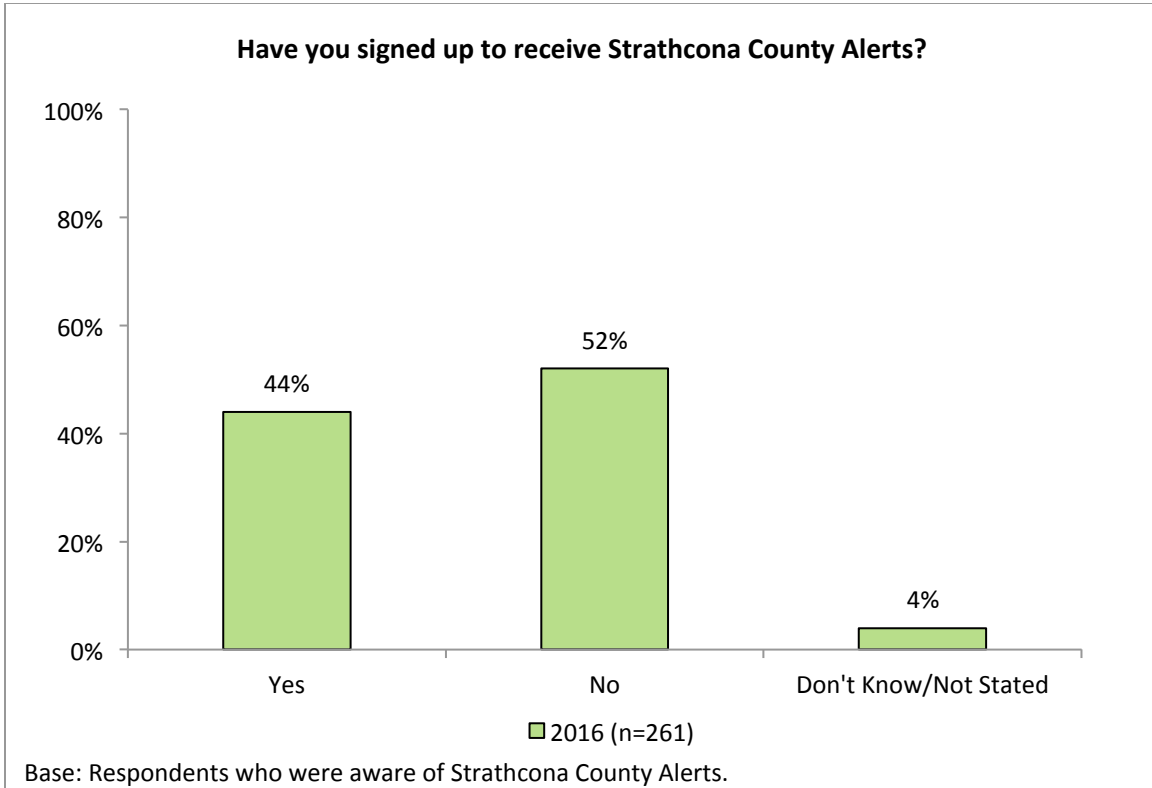


Respondent subgroups significantly more likely to have been **aware of Strathcona County Alerts** included:

- Those who had received information or training regarding emergency preparedness in the past 12 months (75%, versus 63% of those who had not);
- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (84%, versus 48% of those who had not); and
- Those who knew what to do if asked to “shelter-in-place” (72%, versus 53% of those who did not).

Those who were aware of Strathcona County Alerts (n=261) were asked if they had signed up to receive the alerts. Forty-four percent (44%) had signed up, while 52% had not. See Figure 9, below.

Figure 9

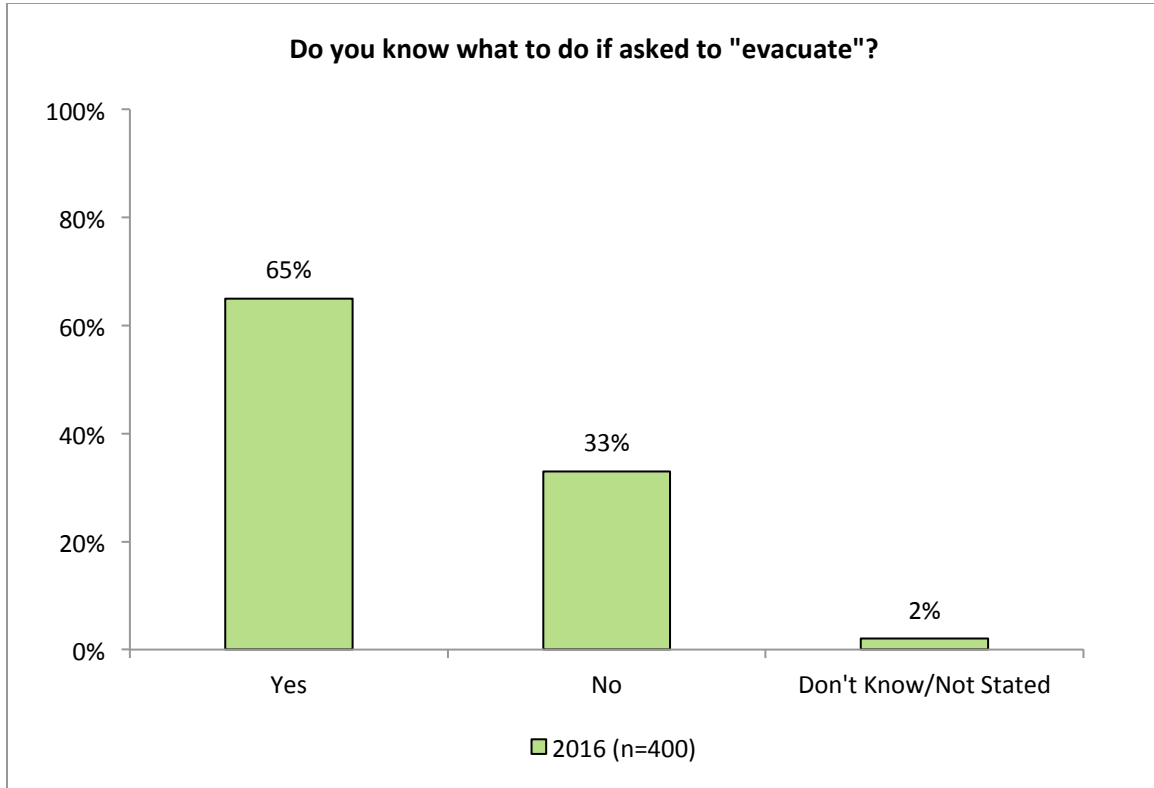


Respondent subgroups significantly more likely to have **signed up to receive Strathcona County Alerts** included:

- Those who lived in Sherwood Park (48%, versus 33% of those who lived in rural Strathcona County)
- Those who had received information or training regarding emergency preparedness in the past 12 months (60%, versus 39% of those who had not);
- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (52%, versus 29% of those who had not);
- Those who knew what to do if asked to “shelter-in-place” (49%, versus 32% of those who did not); and
- Those aged 35 to 54 (57%, versus 38% of those aged 55 or older).

Respondents were asked if they knew what to do if asked to “evacuate.” Sixty-five percent (65%) knew what to do, while 33% did not, as shown in Figure 10, below.

Figure 10

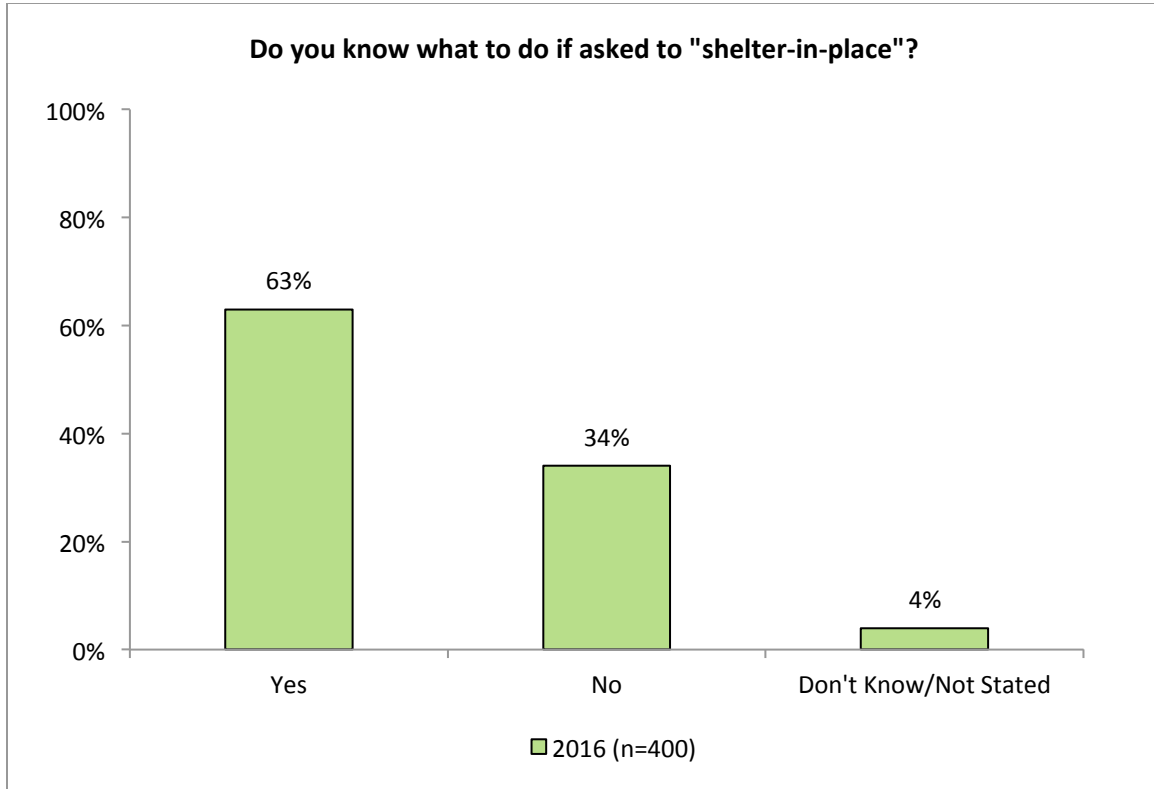


Respondent subgroups significantly *more likely* to **know what to do if asked to “evacuate”** included:

- Those who had received information or training regarding emergency preparedness in the past 12 months (77%, versus 62% of those who had not);
- Those whose household was prepared to handle an emergency without outside assistance for 72 hours (72%, versus 55% of those whose household was not); and
- Those who knew what to do if asked to “shelter-in-place” (70%, versus 52% of those who did not).

Respondents were asked if they knew what to do if asked to “shelter-in-place.” Sixty-three percent (63%) of respondents knew what to do, while 34% did not know what to do, as shown in Figure 11, below.

Figure 11



Respondent subgroups significantly more likely to **know what to do if asked to “shelter-in-place”** included:

- Those who had children 18 years of age or younger who attend school outside of the home (82%, versus 57% of those who did not);
- Those who had received information or training regarding emergency preparedness in the past 12 months (72%, versus 59% of those who had not);
- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (74%, versus 52% of those who had not);
- Those whose household was prepared to handle an emergency without outside assistance for 72 hours (74%, versus 51% of those whose household was not);
- Those who had signed up to receive Strathcona County Alerts (77%, versus 64% of those who had not); and
- Those aged 35 to 54 (80%, versus 54% of those aged 55 or older).

Respondents were then asked if they knew at least three ways they could prevent a fire in their home. Seventy-nine percent (79%) knew at least three ways that they could prevent a fire in their home, while 15% did not. Top responses included being attentive and/or careful when cooking and/or using the stove and/or oven (27%), and having a fire extinguisher available (20%). See Table 1, below.

Table 1

Do you know at least three ways you can prevent a fire in your home?	
	Percent of Respondents* (n=400)
No	15
Yes, specify	79
Be attentive/careful when cooking/using stove/oven (general)	27
Have a fire extinguisher available	20
Ensure that electrical items/appliances are turned off/unplugged when not in use	19
Blow out candles before leaving home/going to bed	16
Having a fire alarm/smoke detector system installed in home	13
Do not store flammable items/materials in home (general)	13
Do not smoke cigarettes indoors	12
Ensure that electrical items/appliances/outlets are regularly checked/maintained	12
Be attentive of electronic overloads/do not overload electrical outlets	8
Ensure that lighters/matches are not accessible to children	7
Maintain/clean fireplace/chimney on regular basis	6
Ensure that items are not close to furnace	5
Do not use candles in home	4
Keep home tidy/free of junk/clutter (general)	4
Have a garden hose/adequate supply of water	3
Do not leave lit cigarette unattended/ensure that cigarette is put out	3
Other (2% or less)	21
Don't know/Not stated	6

*Multiple Responses

Respondent subgroups significantly more likely to **know at least three ways they could prevent a fire in their home** included:

- Those who had received information or training regarding emergency preparedness in the past 12 months (90%, versus 76% of those who had not);
- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (84%, versus 76% of those who had not);
- Those whose household was prepared to handle an emergency without outside assistance for 72 hours (84%, versus 73% of those whose household was not);
- Those who had signed up to receive Strathcona County Alerts (88%, versus 78% of those who had not); and
- Those who knew what to do if asked to “shelter-in-place” (84%, versus 70% of those who did not).



Fifty-one percent (51%) of respondents knew at least three ways that they could become better prepared to handle a disaster. Most commonly, respondents mentioned having an adequate supply of food and/or water (23%) and having an emergency kit prepared and/or essential supplies for a short period (11%). See Table 2, below.

Table 2

Do you know at least three ways you can become better prepared to handle a disaster?	
	Percent of Respondents* (n=400)
No	45
Yes, specify	51
Have adequate supply of food/water	23
Have emergency kit prepared/essential supplies for short period (e.g. 72 hour kit)	11
Have a plan in place/be prepared (in general)	8
Obtaining information (general)	7
Have home evacuation plan/practice drills	6
Registering with County's alert system/visiting Strathcona County's website	6
Have alternative/battery operated items (e.g. candles, flashlight, radio etc.)	6
Have a generator available	4
Receiving relevant emergency training/drills/instructions (general)	4
Have personal belongings readily available/on-hand (e.g. money, phone, important documents etc.)	3
Stay warm/bundled up/have blankets available (general)	3
Contacting local police/emergency response staff	3
Remain indoors/emergency space prepared (e.g. basement) (general)	3
Other (2% or less)	15
Don't know/Not stated	5

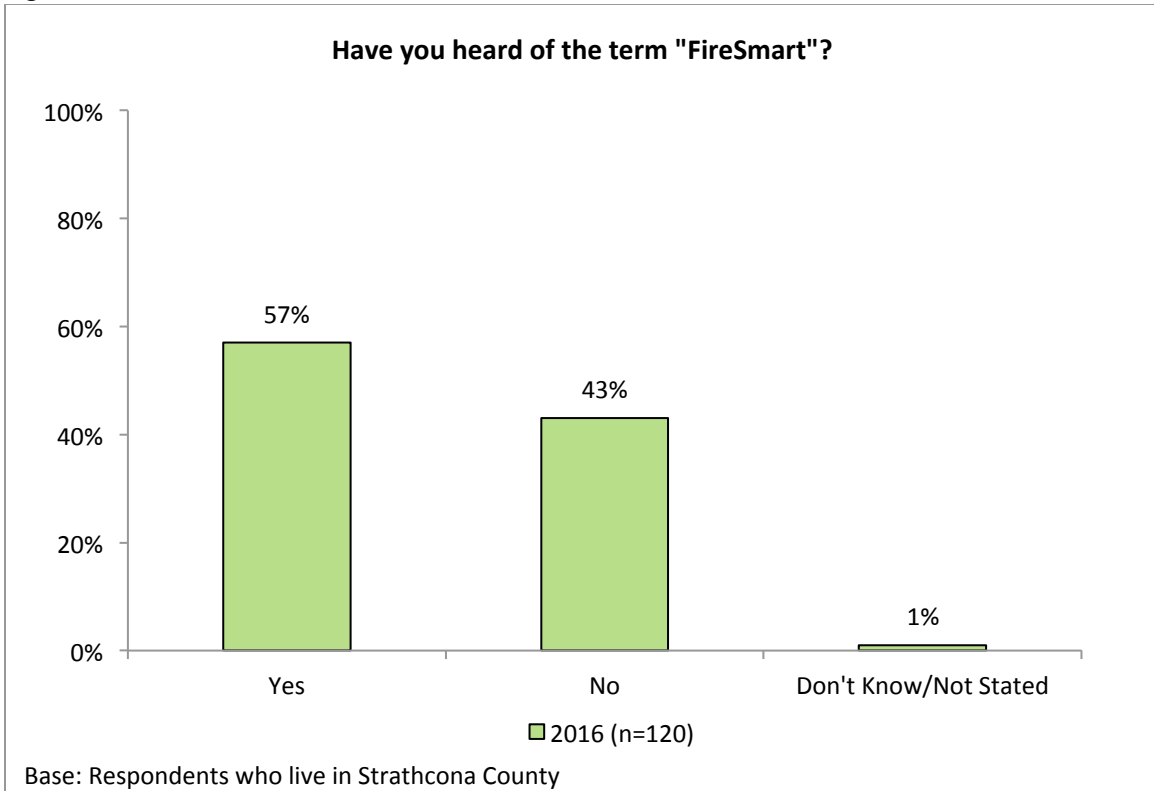
*Multiple Responses

Respondent subgroups significantly more likely to **know at least three ways they could become better prepared to handle a disaster** included:

- Those who had received information or training regarding emergency preparedness in the past 12 months (61%, versus 47% of those who had not);
- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (59%, versus 45% of those who had not);
- Those who had signed up to receive Strathcona County Alerts (63%, versus 50% of those who had not);
- Those who knew what to do if asked to “shelter-in-place” (55%, versus 43% of those who did not); and
- Those aged 35 to 54 (63%, versus 46% of those aged 55 or older).

Respondents who live in rural Strathcona County (n=120) were asked if they had heard of the term “FireSmart.” Fifty-seven percent (57%) of respondents had heard of the term, while 43% had not. See Figure 12, below.

Figure 12



Respondent subgroups significantly *more likely* to **have heard of the term “FireSmart”** included:

- Those who had seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (67%, versus 48% of those who had not); and
- Those who knew what to do if asked to “shelter-in-place” (64%, versus 43% of those who did not).

4.2 Additional Comments

Most respondents (81%) did not have comments, while 19% did. Most commonly, respondents mentioned that everyone should be prepared and/or get training and/or that we need to be prepared (for emergency situations) (6%). Five percent (5%) of respondents were glad that Strathcona County was doing the survey and/or liked the survey. See Table 3, below.

Table 3

Do you have any comments about what we discussed today?	
	Percent of Respondents (n=400)
No	81
Yes, specify	19
Everyone should be prepared/get training/we need to be prepared	6
Is glad Strathcona County is doing the survey/liked the survey	5
Happy with County's preparedness/awareness provided/that are preparing	4
Need more communication/information/awareness about plans/was unaware	3
Is curious as to why survey is being conducted	1
Other (Single mentions)	2
Don't know/Not stated	<1

*Multiple Responses

4.3 Respondent Demographics

Table 4, below, provides a demographic profile of the respondents surveyed for the 2016 Emergency Management and Preparedness Survey.

Table 4

	Percent of Respondents (n=400)
Gender	
Male	50
Female	50
Age	
18 to 24	3
25 to 34	2
35 to 44	9
45 to 54	21
55 to 64	25
65 years of age or older	40
Not stated	1
Location	
In Sherwood Park	70
In rural Strathcona County	30
Do you have children 18 years of age or younger who attend school outside of the house?	
Yes	23
No	78

APPENDIX A – SURVEY INSTRUMENT

Emergency Preparedness and Awareness survey

Hello. My name is _____ of Banister Research and Consulting, a professional research firm. We are doing a survey with adult residents on the level of preparedness of you and your household regarding risks, major emergencies and disasters in Strathcona County. Disasters and emergency events 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 chemical releases. The County will use these results to evaluate its services, and help make the best use of resources.

Before we continue, I need to know:

A. Do you live...?

1. In rural Strathcona County [INTERVIEWER NOTE: Ardrossan, Collingwood Cove, Half Moon Lake, Hastings Lake, Josephsburg, North Cooking Lake and South Cooking Lake are all communities in rural Strathcona County]
2. Sherwood Park
3. Elsewhere? [If elsewhere, thank and terminate]

B. To ensure we have a representative sample of the population, may I please speak to a person in your household whom is 18 years of age or older? Is that person available?

1. Yes, speaking [**Continue**]
2. Yes, I'll get him / her [**Repeat introduction and continue**]
3. Not now[**Arrange callback and record first name of selected respondent**]
4. No, refuse[**Thank and terminate**]

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

C. Can you spare me about 8 minutes of your time right now to take part in this important survey?

1. Yes [GO TO QE]
2. No

D. Is there another adult in your household who could answer this survey?

- a. Yes[**Repeat introduction and continue**]
- b. No[**Thank and terminate**]

E. Do you have children 18 years of age or younger who attend school outside of the home?

1. Yes
2. No

Questions:

1. Have you received information or training regarding emergency preparedness in the past 12 months?
 1. Yes
 2. No [GO TO Q3]
 3. Unsure [GO TO Q3]
2. Who did you receive the information or training from? [CHECK ALL THAT APPLY]
 1. Strathcona County Emergency Services (fire department)
 2. An online resource
 3. My place of work
 4. Private contractor
 5. Provincial government
 6. Federal government
 7. The military
 8. A non-profit organization
 9. Someone else [Specify _____]
 10. I don't remember
3. In the past 12 months, have you seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations?
 1. Yes
 2. No [GO TO Q5]
 3. Unsure [GO TO Q5]
4. Where did you see or hear messages encouraging people to be prepared for emergency situations? (SELECT ALL THAT APPLY).
 1. In the newspaper
 2. On the internet
 3. On the radio
 4. On television
 5. In a brochure or pamphlet
 6. From a relative, friend or neighbor
 7. At work
 8. From a course, presentation or workshop
 9. Through the SC Alert system via email, text or voice mail
 10. At the library

11. At the movies
12. In recreation centres
13. On transit buses
14. In the grocery store
15. In my utility bill
16. Other [Specify_____]
17. I don't remember

5. Have you prepared your household to handle an emergency without outside assistance for 72 hours?
1. Yes
 2. No
 3. Unsure

[If no or unsure, "Preparing a 72 hour kit which includes enough non-perishable food and water for each person in your household for three days, copies of important documents, a crank radio and a blanket is a good place to start."]

6. Have you developed a plan for your pets, livestock, or other animals in your care during a disaster?
1. Yes
 2. No
 3. I do not have pets, livestock or other animals in my care.
7. [ASK IF QE=1/YES] Are you aware of emergency plans at your child's school? A child is considered 18 years of age or younger who attends school outside of the home.
1. Yes
 2. No

8. Are you aware that Strathcona County has a public emergency alert system called Strathcona County Alerts, or SC Alerts?
1. Yes
 2. No [READ PARAGRAPH THEN GO TO Q10]
 3. Unsure [READ PARAGRAPH THEN GO TO Q10]

[If no or unsure, "Just so you know, you can sign up to the free SC Alert system by going online at www.strathcona.ca or by phoning 780-410-8550.]

9. Have you signed up to receive Strathcona County alerts?
1. Yes
 2. No
 3. Unsure

[If no or unsure, "Just so you know, you can sign up to the free SC Alert system by going online at www.strathcona.ca or by phoning 780-410-8550.]

10. Do you know what to do if asked to “evacuate”?

1. Yes
2. No
3. Unsure

[If no or unsure, “Just so you know, when asked to evacuate, leave the area immediately.”]

11. Do you know what to do if asked to “shelter-in-place”?

1. Yes
2. No
3. Unsure

[If no or unsure, “When asked to shelter-in-place, you must remain indoors, or if you are outside, go indoors immediately.”]

12. Do you know at least three ways you can prevent a fire in your home? [RECORD UP TO 3 RESPONSES]

1. Yes; Specify _____ [RECORD VERBATIM]
2. No

[If no, “Some simple things you can do to help prevent a fire in your home can include ensuring that electrical outlets are not overloaded, remaining in the kitchen while cooking on the stovetop, keeping combustible material such as blankets at least one metre away from space heaters and having all gas appliances serviced annually.”]

13. Do you know at least three ways you can become better prepared to handle a disaster? [RECORD UP TO 3 RESPONSES]

1. Yes; Specify _____ [RECORD VERBATIM]
2. No

[If no, “Just so you know, some simple things you can do to better prepare you and your household for a disaster includes assembling a 72 hour emergency kit, having a designated meeting place if family becomes separated and having three days worth of medication available at all times.”]

14. [ASK IF QA =1] Have you heard of the term “FireSmart”?

1. Yes
2. No
3. Unsure

If no or unsure, “The FireSmart program outlines ways individuals can help protect their property from wildfire by reducing risk.”

15. Do you have any comments about what we discussed today?

1. Yes _____ [RECORD VERBATIM]
2. No

16. 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
7. Refused

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.