

Strathcona County

**2011 Strathcona County Emergency Management Survey
Final Report**

May 11, 2011



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Appendix A – Survey Instrument

SUMMARY OF FINDINGS

In March 2011, Strathcona County contracted Banister Research & Consulting Inc. (Banister Research) to conduct the 2011 Emergency Management Survey with residents in Strathcona County. A total of 400 surveys were completed, by telephone, using a questionnaire designed by the client in close consultation with the Banister Research questionnaire design team. Specific findings include:

Key Findings

Disaster/Major Emergency Risk

Respondents were asked to rate the level of risk a variety of natural hazards posed to their property and community over the next five years. Thirty-eight percent (38%) of respondents indicated industrial facility chemical release, fire or explosion was a high risk (6 or 7 out of 7) to their property and community over the next 5 years, followed by severe winter storms (36%).

Next, respondents were asked a series of questions regarding the relationship between disasters or major emergency and their households, their community and the natural environment:

- ◆ Ten percent (10%) of respondents reported disasters or major emergencies pose a high risk (6 or 7 out of 7) to their household, while 18% believed they pose a risk to their community and 21% felt they were a risk to the natural environment.
- ◆ Eighteen percent (19%) of respondents each believed that the impact of disasters or major emergencies on their household was controllable and 20% reported the impact to their community was controllable (6 or 7 out of 7). A similar proportion of respondents (17%) believed the impact that disasters or major emergencies could have on the natural environment could be controlled
- ◆ Twelve percent (12%) of respondents were willing to accept the impact of disasters or major emergencies could have on their households and 13% were willing to accept the impact on their community and 12% on the natural environment. Conversely, 44% of respondents reported that the impact on their household was unacceptable (1, 2, or 3 out of 7) and 41% were unwilling to accept the impact of disasters or major emergencies on their community. Thirty-eight percent (38%) of respondents were willing to accept the impact of disasters or major emergencies on the natural environment, while 46% provided a neutral response (4 out of 7).

Twenty-two percent (22%) of respondents indicated they felt strong negative emotion (6 or 7 out of 7) when thinking about disasters or major emergencies, while 24% reported they experienced low levels of negative emotion (1 or 2 out of 7).

When asked to rate the likelihood of a disaster or major emergency occurring near their community in the next years, 5% of respondents reported it was highly likely (6 or 7 out of 7). Approximately half (51%) rated the likelihood to be low (1 or 2 out of 7).

Disaster / Major Emergency Awareness

Respondents were asked how frequently they had thought about disasters or major emergencies in the past 12 months, results included:

- ◆ Seventeen percent (17%) of respondents reported thinking about disasters or major emergencies once a week or more, while 22% reported thinking about them once a month and 41% reported thinking about disasters or major emergencies a few times a year.
- ◆ Eighteen percent (18%) of respondents rarely thought about disasters or major emergencies and three percent (3%) had not thought about them at all in the past 12 months.

Respondents were asked how frequently they had discussed disasters or major emergencies with other people in the past 12 months:

- ◆ Twenty percent (20%) of respondents talked about them once a week or more, 22% discussed them once a month, while one third (33%) reported talking about them a few times a year.
- ◆ Twenty percent (20%) of respondents rarely discussed disasters or major emergencies and six percent (6%) had not talked about them in the past 12 months.

Respondents were asked if they were aware of a variety of disaster and emergency measures Strathcona County has in place:

- ◆ Over half of respondents were aware of the County's emergency alerting system (59%), the emergency or disaster plan (62%) and the fact that Strathcona County Emergency Services is responsible for coordinating emergency preparedness and response in Strathcona County (77%).
- ◆ Less than a quarter (23%) of respondents were aware of the Strathcona Emergency Management Agency.

Forty percent (40%) of respondents recalled having seen or heard messages encouraging people in Strathcona County to be prepared for emergency situations (n=161). The majority that recalled these messages mentioned seeing them in the newspaper (65%). Respondents also recalled seeing the messages in brochures or pamphlets (30%), on television (27%) and hearing them on the radio (25%).

Less than one quarter (23%) of respondents had heard of the term *Shelter-in-place*, while 76% had not.

Preparedness

Regarding respondent households and disasters or major emergencies, survey participants were asked about different activities that they may have completed or are planning to complete to prepare their homes in the event of a disaster or major emergency:

- ◆ Respondents frequently reported completing or planning to complete assessments of insurance needs for their households (81% done, 7% within the year and 3% in the next 5 years) and preparing to meet basic needs during an electrical outage (76% done and 8% within the year and 2% in the next 5 years).

Respondents were asked to rate their agreement with some statements regarding factors impacting the completion of disaster or major emergency preparation measures.

Respondents most frequently agreed with the following statements:

- ◆ Seventy-nine percent (79%) of respondents agreed (4 or 5 out of 5) that it was important to prepare because people need to be self sufficient during a disaster.
- ◆ Sixty-eight percent (68%) of respondents agreed that preparing for disasters significantly reduced the negative impact to their household in the event of a disaster.
- ◆ Sixty-two percent (62%) of respondents agreed they needed more information before they could complete some of the activities discussed and 60% agreed that if they made some or all of the suggested changes their families or neighbors would like it.

Next, respondents were asked a series of questions regarding emergency preparedness in the workplace:

- ◆ One quarter (25%) of respondents indicated that they were employed in Strathcona County (n=101) while 41% worked outside the County (n=163). Thirty-three (33%) of respondents indicated they were currently unemployed (n=132).¹

Of the respondents currently employed (n=264) three quarters (75%) indicated that their workplace had a disaster or emergency plan in place while half (50%) indicated that they had participated in an emergency plan drill in the past 12 months.

Respondents were then asked who they felt was responsible for the reduction of impact from a disaster or major emergency. More than three quarters (79%) felt they were personally responsible followed by the Municipal Government (77%) the Strathcona County Emergency Services (75%) the Provincial Government (74%) and the Federal Government (68%).

¹ Currently unemployed includes students, seniors and homemakers.

Ninety-one percent of respondents (91%) reported it was likely (4 or 5 out of 5) that they would evacuate if asked to by authorities during a major emergency or disaster, and approximately the same proportion of respondent (90%) indicated it was likely (4 or 5 out of 5) that they would *shelter-in-place* if asked to by authorities during a major emergency or disaster.

When asked if they had received information or training on disaster or emergency preparedness, 35% of respondents indicated that they had while 64% had not. Thirty-four percent (34%) of respondents mentioned they received the training or information from their employer or workplace, and 82% stated they had completed the suggestions made by the information or training provided.

Next, respondents were asked if anyone in their household would be interested in free disaster or emergency preparedness training. Seventy-one percent (71%) of respondent indicated they would be interested, while 23% indicated no interest. The most frequently selected types of training selected by respondents interested in free training (n=284) included, presentation by subject matter experts (69%), online training (64%), brochures or pamphlets, community workshops and open houses hosted by response agencies (62%).

Potential strategies Strathcona County could adopt to reduce the potential impacts of disasters that were most frequently supported by respondents included:

- ◆ Educating residents about ways to prepare their households for disasters (88%);
- ◆ Provide Strathcona County Emergency Preparedness Guides to all households and businesses (87%);
- ◆ Work to reduce insurance premiums if recommended activities are completed (82%); and

Less than half (45%) of respondents, felt that Strathcona County was prepared for a major emergency or disaster.

Public Emergency Notification During Disasters or Major Emergencies

Respondents were asked how effective different methods of communication would be for quickly and effectively communicating critical information prior to or during a disaster or major emergency. Respondents most frequently stated that:

- ◆ TV stations (78%), community sirens and public address systems (77%) and media radio stations (75%) would be quickest and most effective (4 or 5 out of 5) means of communicating critical information prior to or during an emergency.

- ◆ The internet (36%), email (35%) and social media (29%) were methods of communication respondents indicated were less effective when communicating critical information prior to or during a major disaster.

Residents and Disasters

Respondents were provided with a series of statements regarding experiences with disasters or major emergencies and asked to indicate if each particular experience applied to them personally:

- ◆ The majority of respondents reported having read about or watched coverage of disasters or major emergencies in the media (99%);
- ◆ Two thirds (66%) of all respondents reported a disaster or major emergency having occurred close to where they live;
- ◆ More than half (57%) reported having felt fear or anxiety because of a disaster or major emergency; and
- ◆ Fifty-four percent (54%) of respondents reported having personally seen the results of a disaster or major emergency.

Respondents were asked if there was anything else they would like to share concerning their views about disasters or emergencies and other related issues. Twenty-eight percent (28%) of respondents reported they would like more information and communications about disaster or major emergency plans, while 12% commented that everyone should be prepared or receive emergency or disaster preparedness training. Approximately two-thirds (68%) did not have any further comments to provide.

Residents and Their Community

Respondents were asked a series of questions regarding their attitudes towards problem solving and their sense of belonging within their community.

Respondents were read some general issues related to problem solving and asked to indicate their level of agreement. Ninety-three percent (93%) of respondents agreed (4 or 5 out of 5) that they think about how they might best handle a problem, 91% try to come up with a strategy about what to do, 74% agree they have considerable control over what happens in their lives and 72% of respondents agree they can solve most of their problems by themselves. Sixteen percent (16%) agreed that sometimes they feel helpless when dealing with problems.

In regards to their sense of belonging within the community, 91% of respondents agreed (4 or 5 out of 5) that they feel they belong in Strathcona County, while 69% often interact with

other residents living in Strathcona County and 59% would not move out of Strathcona County even if they had the opportunity.

1.0 STUDY BACKGROUND

Banister Research & Consulting Inc. (Banister Research) was contracted by Strathcona County in March 2011 to conduct an Emergency Management Survey with urban and rural residents to assess perceptions and preparedness regarding disasters and major emergencies in their community.

The findings from the 400 telephone surveys 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;
- ◆ Public Emergency Notification during disasters or major emergencies;
- ◆ Personal experience with wildfires and wildfire hazards; and
- ◆ Sense of community belonging.

2.0 METHODOLOGY

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

2.1 Project Initiations and Questionnaire Design

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 designed by the client with input from the Banister Research questionnaire design team. A copy of the final questionnaire is provided in Appendix A.

2.2 Survey Populations and Data Collection

Telephone interviews were conducted from March 23th to April 5th, 2011. Banister Research completed a total of 400 telephone interviews with urban (n=280) and rural (n=120) Strathcona County residents, 18 years of age or older, providing a margin of error no greater than $\pm 4.90\%$ at the 95% confidence level, or 19 times out of 20.

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 19% 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 by Telephone	400
Busy/No answer/Answering machine/Respondents unavailable	1,533
Refusals/Disqualified	1,627
Fax/Modem/Business	508
Not-In-Service	678
Language barrier/Communication problem	18
Total	4,764

2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the client. After the interviews were completed and verified, the lead consultant reviewed the list of different responses to each 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 20% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

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.

3.0 STUDY FINDINGS

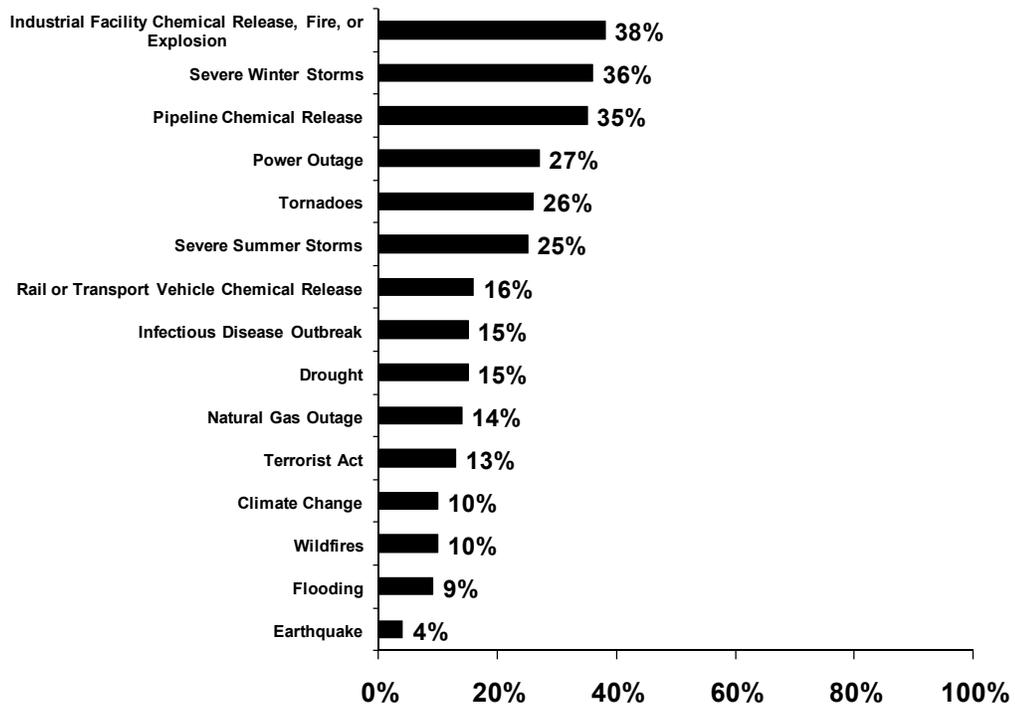
Results of the survey are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance”. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

3.1 Disaster or Major Emergency Risks

Respondents were asked to rate the level of risk a variety of natural hazards posed to their property over the next five years using a 7 point scale, where 1 means there would be no risk, while a score of 7 means there would be a great risk. Thirty-eight percent (38%) of respondents indicated industrial facility chemical release, fire, or explosion was a high risk (6 or 7 out of 7) to their property over the next 5 years, followed by 36% of respondents that reported severe winter storms was a high risk. Refer to Figure 1, below, and Table 1 on the following page for a detailed list of respondent perceptions.

Figure 1

The Perceived Risk of Hazards Over the Next Five Years



n=400

*Respondents that provided a rating of 6 or 7 out of 7.

Table 1

Perceived Risk of Natural Hazards to Respondent Property Over the Next Five (5) Years									
	Percent of Respondents (n=400)								Mean
	No Risk (1)	2	3	4	5	6	Great Risk (7)	No opinion	
Severe Winter Storms	4	10	12	17	21	19	18	--	4.68
Industrial Facility Chemical Release, Fire, or Explosion	6	8	15	13	21	22	16	<1	4.64
Severe Summer Storms	3	8	16	24	25	14	11	--	4.43
Pipeline Chemical Release	8	14	13	15	17	17	18	<1	4.40
Power Outage	7	11	15	18	22	13	14	--	4.32
Tornadoes	7	14	16	18	18	15	12	--	4.16
Drought	12	12	19	22	20	10	5	--	3.76
Natural Gas Outage	11	15	22	21	18	9	5	1	3.68
Rail or Transport Vehicle Chemical Release	14	17	14	19	20	11	4	<1	3.64
Infectious Disease Outbreak	12	19	19	18	18	8	7	--	3.62
Wildfires	24	20	18	13	16	6	5	--	3.13
Climate Change	23	19	19	17	12	5	5	<1	3.10
Terrorist Act	27	22	15	13	11	6	7	<1	3.05
Flooding	22	26	17	16	11	6	3	--	2.97
Earthquake	61	19	10	4	3	2	3	--	1.83

Respondent subgroups significantly more likely to perceive **drought** as a high risk (6 or 7 out of 7) to them, their property and community included:

- ◆ Respondents living in rural Strathcona County (8% versus 4% of those that lived in Sherwood Park).

Respondent subgroups significantly more likely to perceive **wildfires** as a high risk (6 or 7 out of 7) to them, their property and community included:

- ◆ Respondents from rural Strathcona (23% versus 5% of those that live in Sherwood Park);

Respondent subgroups significantly more likely to perceive **severe summer storms** as a high risk (6 or 7 out of 7) to them, their property and community included:

- ◆ Respondents living in Sherwood Park (17% versus 8% of those living in rural Strathcona County);
- ◆ Respondents that had **not** received disaster preparedness training (17% versus 9% of respondents that had received disaster preparedness training); and
- ◆ Respondents that were interested in free disaster training (13% versus 6% of respondents not interested in free disaster training).

Respondent subgroups significantly more likely to perceive **tornadoes** as a high risk (6 or 7 out of 7) to them, their property and community included:

- ◆ Sherwood Park respondents (30% versus 17% of respondents residing in rural Strathcona County).

Respondent subgroups significantly more likely to perceive **pipe line chemical release** as a high risk (6 or 7 out of 7) to them, their property and the community included:

- ◆ Respondents residing in Sherwood Park (20% versus 12% of respondents living in rural Strathcona County); and
- ◆ Respondents 35 to 54 years old (19% versus 12% of respondents 55 and older).

Respondent subgroups significantly more likely to perceive **power outage** as a high risk (6 or 7 out of 7) to them, their property and community included:

- ◆ Rural Strathcona County respondents (34% versus 24% of Sherwood Park respondents);
- ◆ Respondents that work in Strathcona County (37% versus 22% of respondents that work outside Strathcona County);
- ◆ Respondents interested in free disaster training (29% versus 19% of those not interested);
- ◆ Respondents 18 to 34 years old (41% versus 23% of respondents 55 years old and older); and
- ◆ Female respondents (32% versus 23% of male respondents).

Respondent subgroups significantly more likely to perceive **severe winter storms** as a high risk (6 or 7 out of 7) to them, their property and the community included:

- ◆ Respondents 18 to 34 and 35 to 54 years old (49% and 42% versus 28% of respondents 55 years of age and older);and
- ◆ Respondents with household that earned \$60,000 to \$99,999 (47% versus 27% of respondents with household that earned \$59,999 or less in 2010).

Respondents from Sherwood Park were significantly more likely to perceive **industrial facility chemical release, fire, or explosions** as a high risk (6 or 7 out of 7) to them, their property and community (43% versus 26% of rural Strathcona County respondents).

Respondents from households that earned \$60,000 to \$99,999 were significantly more likely to perceive **climate change** as a high risk (6 or 7 out of 7) to them, their property and community (16% versus 7% of respondents from household that earned \$100,000 or more in 2010).

Respondents 35 to 54 years old were significantly more likely to perceive **flooding** as a high risk to them, their property and community (12% versus 6% of respondents 55 years old or older).

Respondents from households that earned \$59,999 or less were significantly more likely to perceive **infectious disease outbreak** as a high risk (6 or 7 out of 7) to them, their property and community (22% versus 11% of respondents from households that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to perceive **terrorist acts** as a high risk (6 or 7 out of 7) to them, their property and the community included:

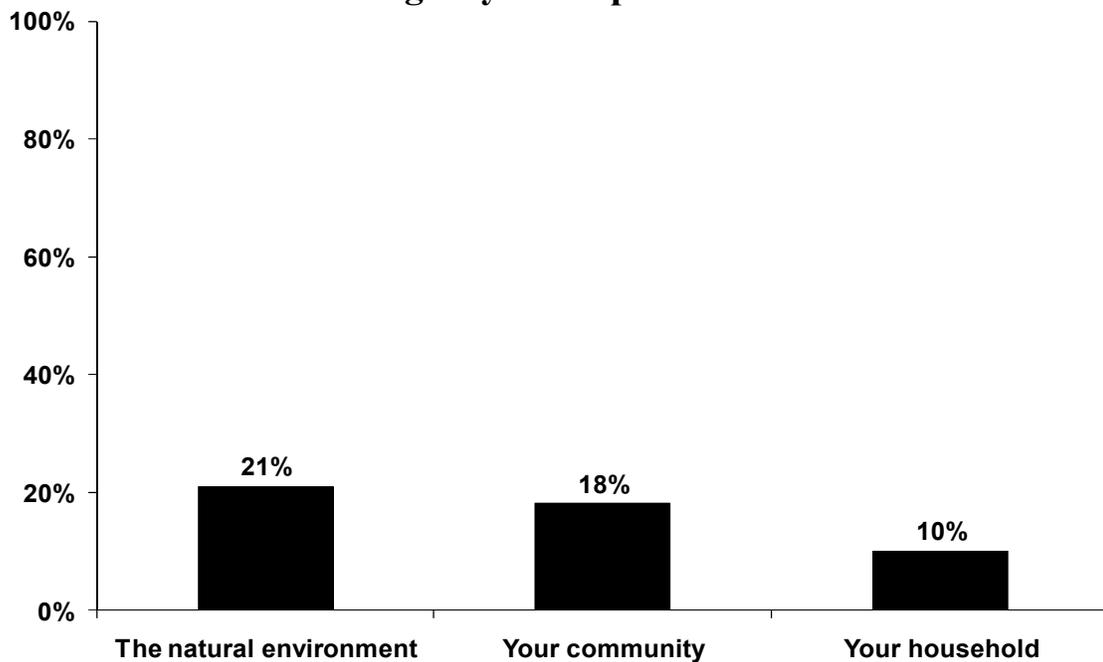
- ◆ Respondents who have lived in Strathcona County for 10 years or more (15% versus 7% of respondents that have lived in the County for less than 10 years);and
- ◆ Respondents from households that earned \$59,999 or less (19% versus 9% of respondents from households that earned \$100,000 or more in 2010).

Respondents from households that earned \$60,000 to \$99,999 were significantly more likely to perceive **earthquakes** as a high risk (6 or 7 out of 7) to them, their property and community (7% versus 2% of respondents from household that earned of \$100,000 or more in 2010).

Next, respondents were asked a series of questions regarding the relationship between disasters and major emergencies and themselves, their community and the natural environment. First, respondents were asked to indicate the level of risk disasters and major emergencies posed. Twenty-one percent (21%) of respondents reported natural disasters or major emergency pose a high risk (6 or 7 out of 7) to the natural environment, while 18% believed they pose a high risk to their community and 10% felt they were a high risk to their household. See Figure 2, and Table 2, below.

Figure 2

How much of a risk do you feel a natural disaster or major emergency could pose to ...?



n=400

*Respondents that indicated “high risk” or 6 or 7 out of 7.

Table 2

Risk of a Disaster or Major Emergency									
	Percent of Respondents (n=400)								Mean
	No Risk (1)	2	3	4	5	6	Great Risk (7)	No opinion	
The natural environment	4	12	21	25	18	14	7	<1	4.11
Your community	5	14	21	20	22	14	5	--	4.01
Your household	8	25	22	19	16	6	4	--	3.44

Respondent interested in receiving free disaster training were significantly more likely to perceive major emergencies or disasters as a high risk (6 or 7 out of 7) **to their community** (21% versus 11% of respondents not interested in free disaster training).

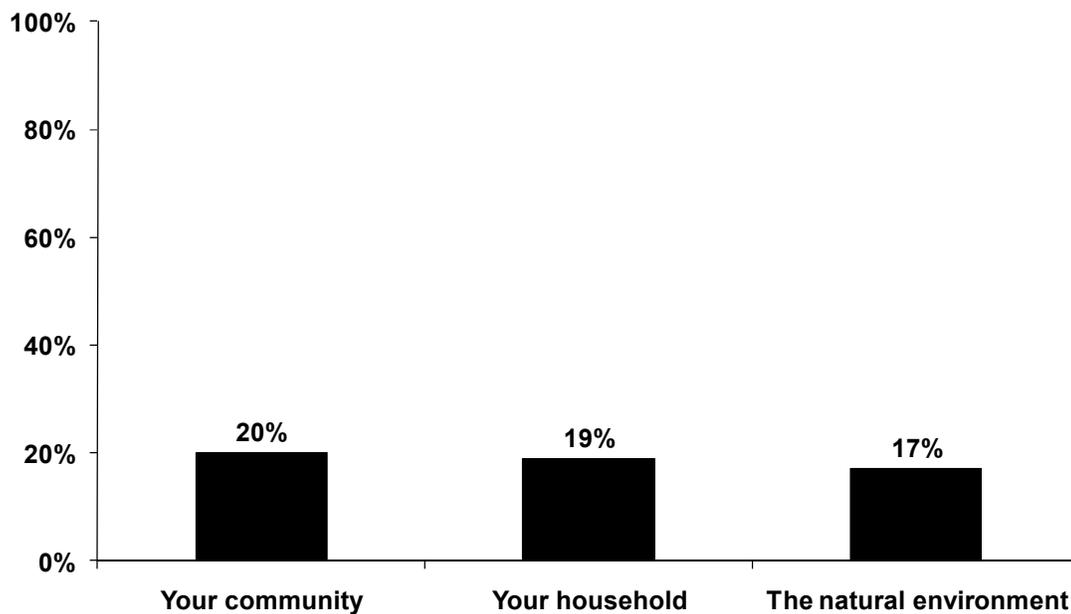
Female respondents were significantly more likely to perceive major emergencies or disasters as a high risk (6 or 7 out of 7) **to their community** (23% versus 14% of male respondents).

Female respondents were significantly more likely to perceive major emergencies or disasters as a high risk (6 or 7 out of 7) **to the natural environment** (26% versus 16% of male respondents).

When asked to rate the extent to which people can control the impact of a disaster or major emergency, 20% of respondents each believed that the impact their community was controllable and 19% reported the impact to their household was controllable (6 or 7 out of 7). As illustrated in Figure 3, below, a smaller proportion of respondents (17%) believed people could control the impact that a disaster or major emergency could have on the natural environment.

Figure 3

To what extent do you think people can control the impact that a disaster or major emergency could have on...?



n=400

*Respondents that indicated “very controllable” or 6 or 7 out of 7.

Table 3

Extent to Which People Can Control the Impact of Disasters or Major Emergencies									
	Percent of Respondents (n=400)								Mean
	Not controllable (1)	2	3	4	5	6	Very controllable (7)	No opinion	
Your community	4	8	18	22	29	14	6	1	4.29
Your household	5	10	14	24	28	13	6	1	4.22
The natural environment	8	15	15	20	24	11	6	<1	3.94

Respondent subgroups significantly more likely to believe **people can highly control (6 or 7 out of 7) the impact that a disaster or major emergency could have on their community** included:

- ◆ Respondents that received disaster preparedness training (25% versus 17% of respondents that had not received the training).

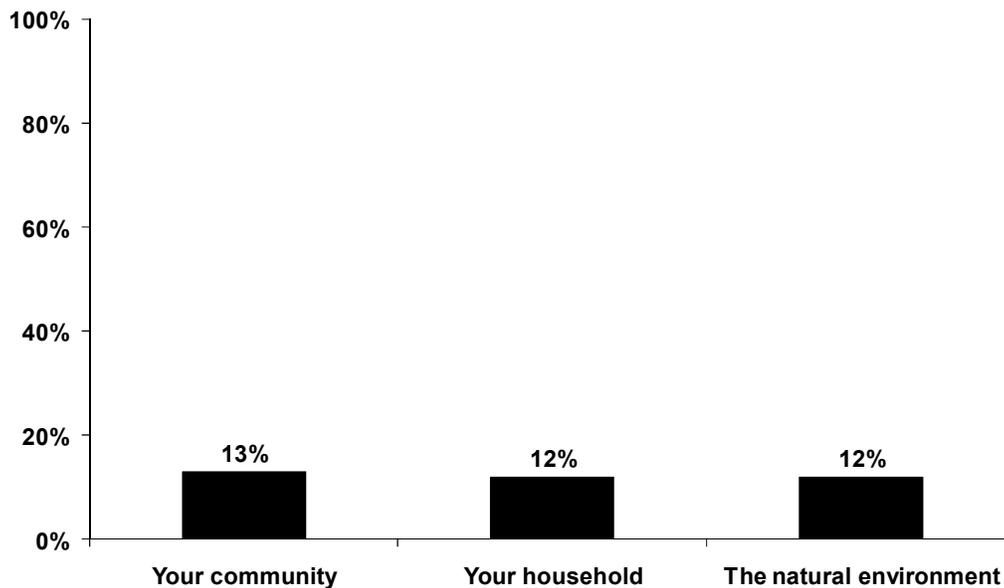
Respondent subgroups significantly more likely to believe **people can highly control (6 or 7 out of 7) the impact that a disaster or major emergency could have on their households** included:

- ◆ Respondents that have lived in the County for less than 10 years (27% versus 16% of respondents that have lived in the county for more than 10 years); and
- ◆ Respondents 35 to 54 years old (25% versus 13% of respondents 55 and older).

Thirteen percent (13%) of respondents were willing to accept the impact of a disaster or major emergency on their community and 12% were willing to accept the impact on their household. Conversely, 44% of respondents reported that the impact on their household was unacceptable (1 or 2 out of 7) and 41% would not accept the impact of a disaster or major emergency on their community. Twelve percent (12%) of respondents were willing to accept the impact of a disaster or major emergency on the natural environment, while 38% were not and 46% provided a neutral response (3 or 4 or 5 out of 7). See Figure 4, and Table 4, below.

Figure 4

To what extent would you be willing to accept the impact of a disaster or major emergency on...?



n=400

*Respondents that indicated “highly acceptable” or 6 or 7 out of 7.

Table 4

Willingness to Accept the Impact of a Disaster or Major Emergency									
	Percent of Respondents (n=400)								Mean
	Not acceptable (1)	2	3	4	5	6	Completely acceptable (7)	No opinion	
The natural environment	25	14	16	18	12	6	7	4	3.23
Your community	24	17	15	16	12	6	7	4	3.21
Your household	29	16	14	16	11	6	6	4	3.07

Respondents not interested in receiving free disaster training were significantly more likely to find very acceptable (6 or 7 out of 7) **the impact of disasters or major emergencies on the natural environment** (20% versus 10% of respondents interested in free training).

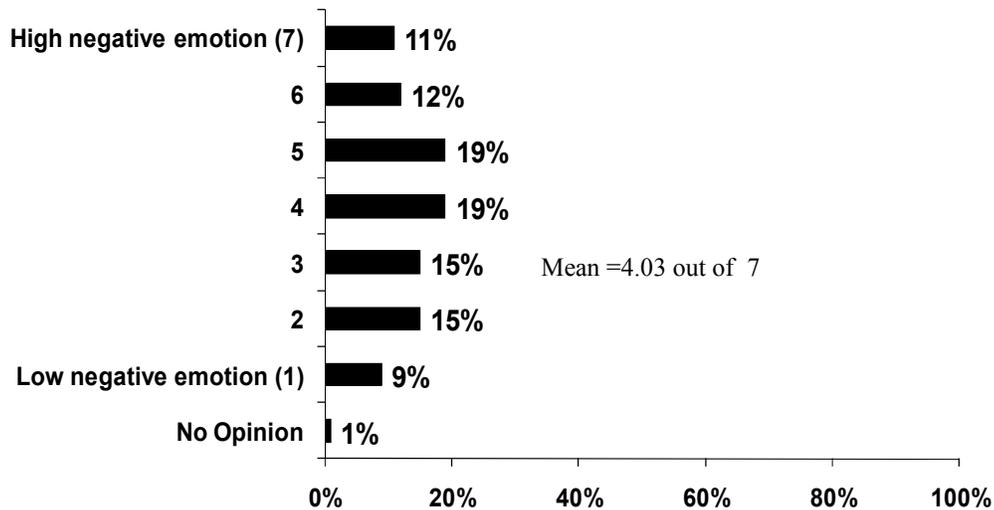
Respondents 18 to 35 years old and 55 years and older were significantly more likely to find very acceptable (6 or 7 out of 7) **the impact of disasters or major emergencies on the natural environment** (22% and 14% versus 8% of respondents 35 to 54 years old).

Respondents from households that earned \$59,999 or less were significantly more likely to find very acceptable (6 or 7 out of 7) **the impact of disasters or major emergencies on their community** (21% versus 10% of respondents from households that earned \$100,000 or more in 2010).

Respondents were asked to rate the negative emotion they felt when thinking about disasters or major emergencies and their impact using a 7 point scale, where 1 meant none and 7 meant high negative emotion. Twenty-two percent (22%) of respondents indicated they feel high levels of negative emotion (6 or 7 out of 7) when thinking about disasters or major emergencies, while more than half (53%) of respondents reported they experience moderate levels of negative emotion (3 to 5 out of 7). Refer to Figure 5, below, for details of the distribution.

Figure 5

How much negative emotion (i.e. anger, fear) do you feel when you think about disasters or major emergencies and their impact?



n=400

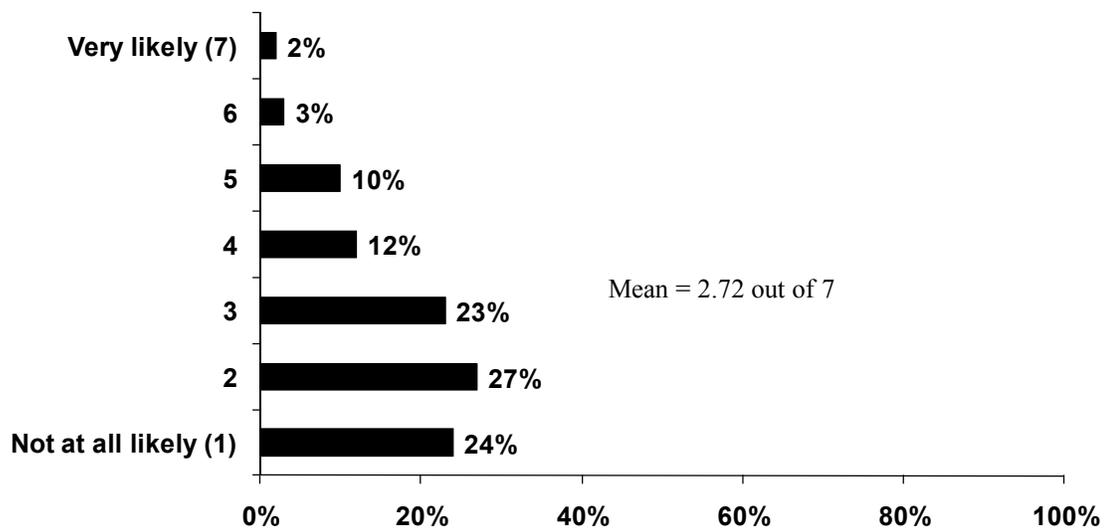
Respondent subgroups significantly more likely to report **high levels of negative emotion (6 or 7 out of 7) when thinking about disasters or major emergencies** included:

- ◆ Respondents that had not heard or did not know of *shelter-in-place* (25% versus 14% of those that had); and
- ◆ Female respondents (28% versus 17% of male respondents).

When asked to rate the likelihood that a disaster or major emergency occurring near their community in the next year, 5% of respondents reported it was highly likely (6 or 7 out of 7). More than half (51%) rated the likelihood to be low (1 or 2 out of 7), while 45% provided a neutral response. See Figure 6, below.

Figure 6

What is the likelihood that a disaster or major emergency will occur near your community in the next year?



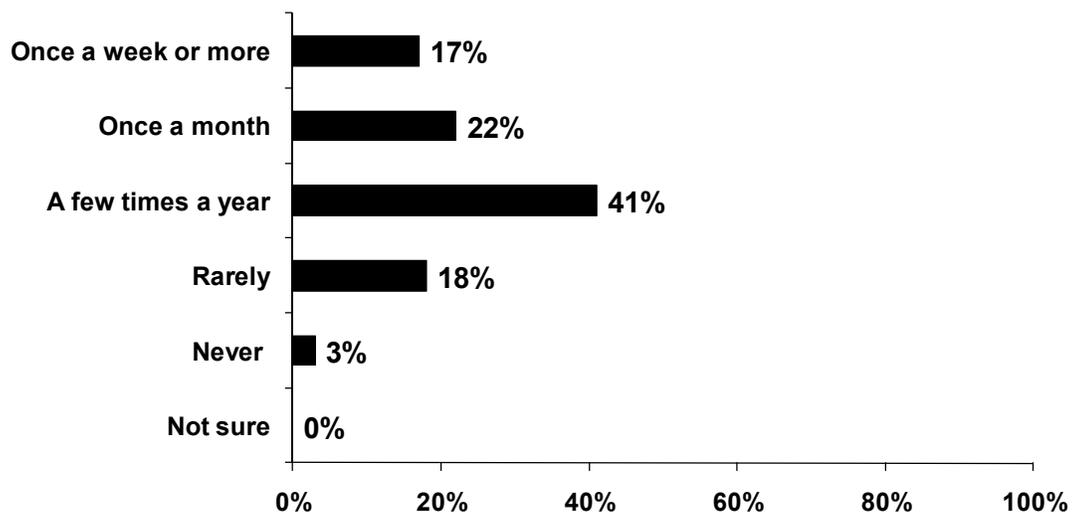
n=400

3.2 Disaster or Major Emergency Awareness

Seventeen percent (17%) of respondents reported thinking about disasters or major emergencies once a week or more, while 22% reported thinking about them once a month and 41% reported thinking about disasters or major emergencies a few times a year. Eighteen percent (18%) of respondents rarely thought about disasters or major emergencies and 3% had not thought about them in the past 12 months. Refer to Figure 7, below.

Figure 7

How often have you thought about disasters or major emergencies in the past 12 months?



n=400

Respondent subgroups significantly more likely to have **thought about disasters or major emergencies once a week or more** included:

- ◆ Respondents that had received disaster preparedness training (26% versus 12% of those that had not).

Respondent subgroups significantly more likely to have **rarely thought about disasters or major emergencies** included:

- ◆ Respondents that were not interested in receiving free disaster training (24% versus 15% of respondents that were interested in free training);

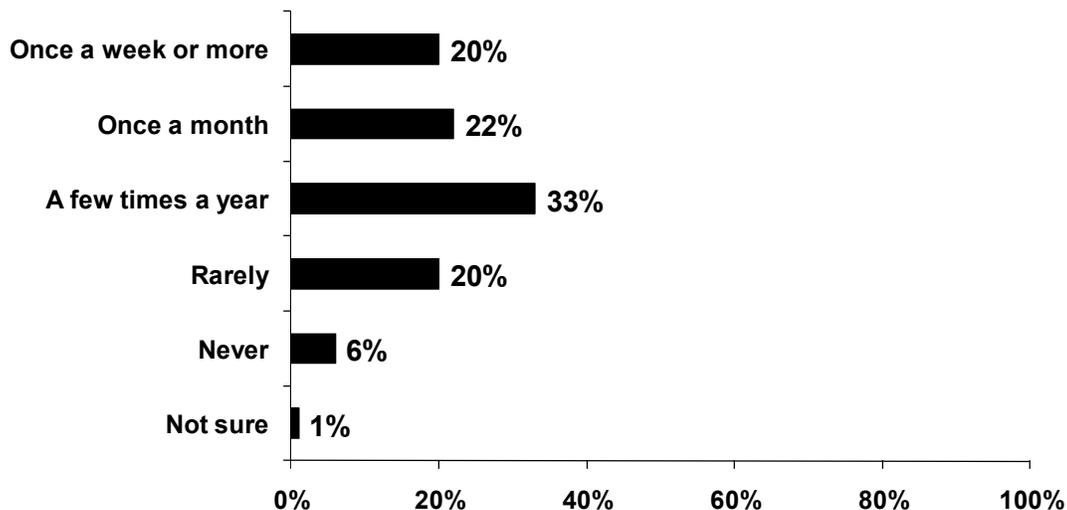
- ◆ Respondents that had not received disaster preparedness training (21% versus 11% of those that had); and
- ◆ Respondents from households that earned \$60,000 to \$99,999 (27% versus 14% of respondents with households that earned \$100,000 or more in 2010).

Female respondents were significantly more likely to have **thought about disasters or major emergencies a few times a year** (46% versus 35% of male respondents).

Respondents were asked how frequently they had discussed disasters or major emergencies with other people in the past 12 months. Twenty percent (20%) of respondents talked about them once a week or more, 22% discussed disasters or major emergencies once a month, while one-third (33%) reported talking about them a few times a year. Twenty percent (20%) of respondents rarely discussed disasters or major emergencies and 6% had not talked about them in the past 12 months at all. See Figure 8, below.

Figure 8

How often have you talked about disasters or major emergencies with other people in the past 12 months?



n=400

Respondent subgroups significantly more likely to have **talked about disasters or major emergencies once a week or more with other people** included:

- ◆ Respondents residing in rural Strathcona County (28% versus 16% of those residing in Sherwood Park);
- ◆ Respondents that had heard of *shelter-in-place* (28% versus 17% of respondents who had not heard of *shelter-in-place*); and
- ◆ Respondents that reported receiving disaster preparedness training (26% versus 17% of respondents that had not received training).

Respondent subgroups significantly more likely to have **talked about disasters or major emergencies once a month with other people** included:

- ◆ Respondents interested in receiving free disaster training (25% versus 14% of respondents who had no interest); and
- ◆ Respondents from households that earned \$100, 000 or more (25% versus 15% of respondents from household that earned \$60,000 to \$99,999 in 2010).

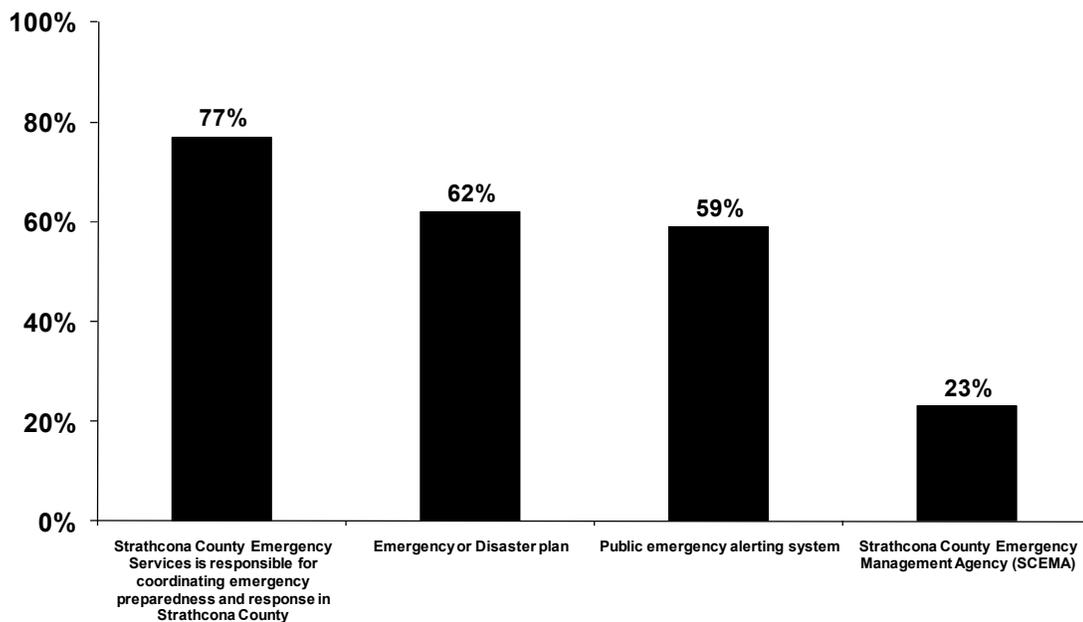
Respondent subgroups significantly more likely to have **talked about disasters or major emergencies a few times a year with other people** included:

- ◆ Respondents 35 to 54 years old (41% versus 27% of respondents 55 and older); and
- ◆ Female respondents (39% versus 28% of male respondents).

Respondents were asked to indicate their awareness of various aspects of Strathcona County's preparedness and response to major emergencies or disasters. More than three-quarters (77%) of respondents indicated that they were aware that Strathcona County Emergency Services is responsible for coordinating emergency preparedness and response in Strathcona County, while 62% of respondents were aware that the County has an emergency and disaster plan. More than half (59%) of respondents were aware that the County has a public emergency alerting system and less than one-quarter (23%) of respondents were aware of the Strathcona County Emergency Management Agency (SCEMA). See Figure 9, below and Table 5 on the following page for a detailed breakdown of responses.

Figure 9

Respondent awareness of Strathcona County's preparedness and response to major emergencies or disasters.



n=400

*Respondents that answered "yes".

Table 5

Respondent awareness of different aspects of Strathcona County's preparedness and response to major emergencies or disasters.			
	Percent of Respondents (n=400)		
	Yes	No	Not sure
That the Strathcona County Emergency Services is responsible for coordinating emergency preparedness and response in Strathcona County	77	20	4
That Strathcona County has an emergency or disaster plan	62	33	6
That Strathcona County has a public emergency alerting system	59	38	4
Of the Strathcona County Emergency Management Agency (SCEMA)	23	76	2

Respondent subgroups significantly more likely to indicate awareness of **the public emergency alerting system** included:

- ◆ Respondents that had heard of *shelter-in-place* (75% versus 54% of respondents that had not heard of *shelter-in-place*);
- ◆ Respondents that had received disaster preparedness training (73% versus 53% of those that had not);
- ◆ Respondents that reported having lived in Strathcona County for 10 years or more (63% versus 47% of those that reported having lived in the County for less than 10 years); and
- ◆ Respondents 55 years and older (63% versus 43% of respondents 18 to 34 years old).

Respondent subgroups significantly more likely to indicate that they were **aware that Strathcona County had an emergency or disaster plan** included:

- ◆ Respondents that had heard of *shelter-in-place* (83% versus 56% of respondents that had not heard of *shelter-in-place*);
- ◆ Respondents that had received disaster preparedness training (77% versus 53% of those that had not);
- ◆ Respondents that reported having lived in Strathcona County for 10 years or more (65% versus 51% of those that reported having lived in the County for less than 10 years); and
- ◆ Respondents 35 years and older (64% and 65% versus 35% of respondents 18 to 34 years old).

Respondent subgroups significantly more likely to indicate that they were **aware that Strathcona County Emergency Services is responsible for coordinating emergency preparedness and response in Strathcona County** included:

- ◆ Respondents that had heard of *shelter-in-place* (87% versus 73% of respondents that had not heard of *shelter-in-place*);
- ◆ Respondents that had received disaster preparedness training (83% versus 73% of those that had not);
- ◆ Respondents that reported having lived in Strathcona County for 10 years or more (79% versus 69% of those that reported having lived in the County for less than 10 years); and
- ◆ Respondents 35 years and older (76% and 82% versus 51% of respondents 18 to 34 years old).

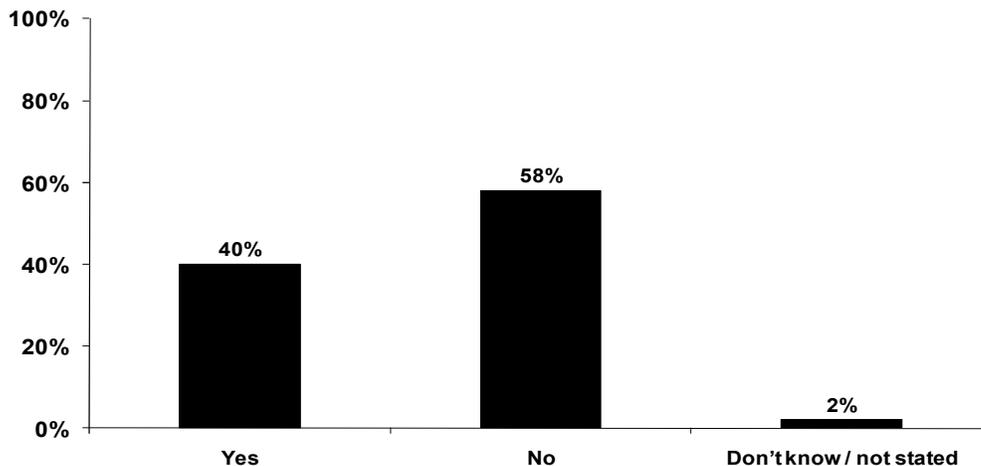
Respondent subgroups significantly more likely to indicate that they were **aware of the Strathcona County Emergency Management Agency (SCEMA)** included:

- ◆ Respondents that had heard of *shelter-in-place* (41% versus 17% of respondents that had not heard of *shelter-in-place*);
- ◆ Respondents that had received disaster preparedness training (37% versus 15% of those that had not); and
- ◆ Respondents 35 years and older (22% and 27% versus 3% of respondents 18 to 34 years old).

Next, respondents were asked if they had seen or heard any messages encouraging people in their community to be prepared for emergency situations in the past 12 months. Forty percent (40%) recalled seeing or hearing the messages (n=161) while more than half (58%) of respondents did not. See Figure 10, below.

Figure 10

**Have you seen or heard messages encouraging people
in your community to be prepared for emergency
situations....**



n=400

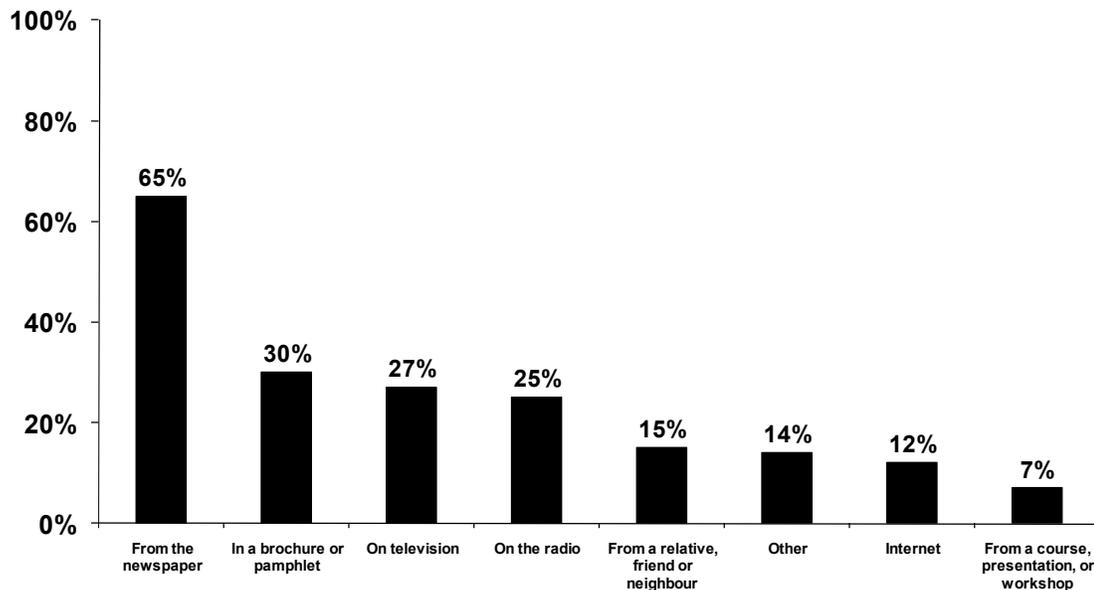
Respondent subgroups significantly more likely to report having **seen or heard messages encouraging people in their community to be prepared emergency situations** included:

- ◆ Respondents that had heard of *shelter-in-place* (51% versus 37% of respondents that had not heard of *shelter-in-place*); and
- ◆ Respondents that had received disaster preparedness training (54% versus 33% of those that had not).

Respondents that recalled seeing or hearing the messages encouraging people in their communities to be prepared for emergency situations (n=161) were asked where they saw or heard the information. Respondents most frequently mentioned; the newspaper (65%), followed by in a brochure or pamphlet (30%), while 27% recalled seeing or hearing the message on television and a quarter (25%) mentioned radio. See Figure 11, below.

Figure 11

Sources of information encouraging people to be prepared for emergency situations.



n=161

Base: Respondent that recalled seeing or hearing messages encouraging people to be prepared for emergency situations.

Other sources of information frequently mentioned by respondents included:

- ◆ Billboard / street sign (6%); and
- ◆ At work (4%).

Respondents that have heard of *shelter-in-place* were significantly more likely to have seen or heard the message **in a brochure or pamphlet** (43% versus 25% of respondents that had not heard of *shelter-in-place*).

Respondents that have heard of *shelter-in-place* were also significantly more likely to have seen or heard the message **at work** (9% versus 2% of respondents that had not heard of *shelter-in-place*).

Respondents from households that earned between \$60,000 to \$99,999 in 2010 were significantly more likely to have seen or heard the message **on television** (41% versus 21% of respondents from households that recorded a yearly income of \$100,000 or more in 2010).

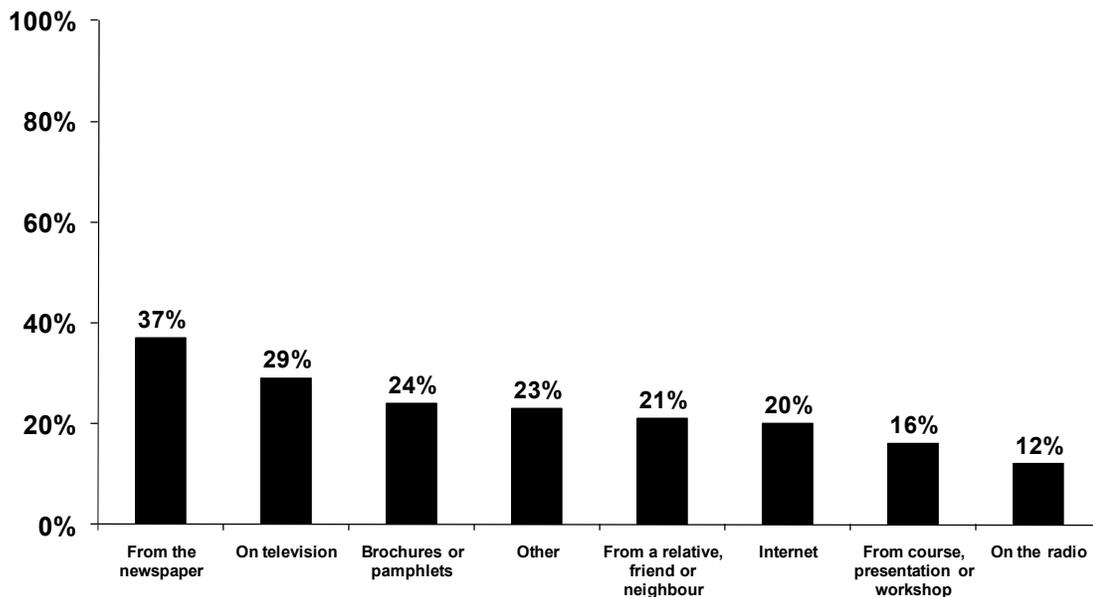
Respondents 35 to 54 years old were significantly more likely to have seen or heard the message **from a friend or relative or from the internet** (20% and 22% versus 8% and 5% of respondents 55 and older).

Respondents living in Rural Strathcona were significantly more likely to have seen or heard the message on a **billboard or street sign** (11% versus 3% of respondents living in Sherwood Park).

Next, respondents were asked if they had heard of the term *shelter-in-place*. Less than a quarter (23%) of respondents had heard of the term *shelter-in-place*, while 76% had not. When those that were familiar with the term (n=92) were asked to indicate where they had learnt about the term, 37% reported learning about it on television, 29% reported learning about it from brochures or pamphlets and 20% had heard about from a newspaper. See Figure 12, below, for other information sources.

Figure 12

Sources of *Shelter-in-place* Information



n=92

Base: Respondents that have heard of *Shelter-in-place*

Other frequently mentioned sources of information about *Shelter-in-place*:

- ◆ Through work (14%); and
- ◆ Through schools (4%);

Respondents that worked in Strathcona County or received disaster preparedness training or that were 35 to 54 years old were significantly more likely to **have heard of *Shelter-in-place*** (33% and 36% and 28% versus 15% and 16% and 11% of respondents that had not heard of *Shelter-in-place* or received disaster preparedness training or that were 18 to 34 years old, respectively).

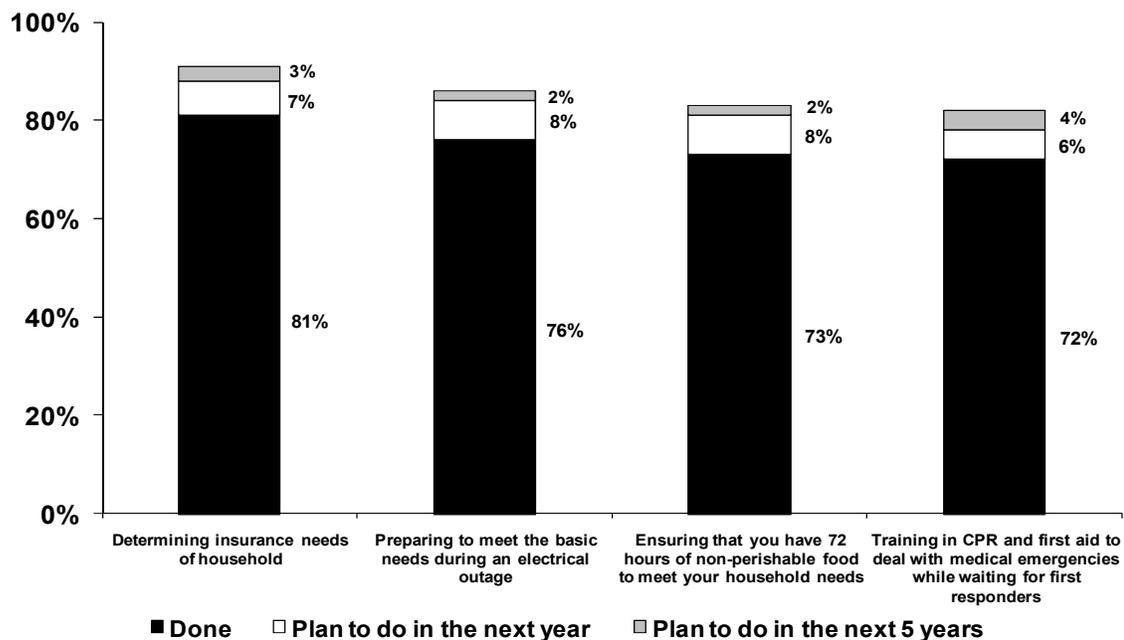
Male respondents were significantly more likely to have **heard of shelter-in-place** from the **internet** or from **a course presentation or workshop** (30% and 28% versus 10% and 6% of female respondents).

3.3 Resident Preparedness

To begin the series of questions regarding respondent property and disasters or major emergencies, survey participants were asked about different activities that they may have completed or are planning to complete to prepare their homes for disasters or major emergencies. Eighty-one percent (81%) of respondents had determined the insurance needs of their household, 7% planned complete the activity in the next year and 3% planned to take the measure within the next 5 years. Respondents also frequently reported completing or planning to complete preparing to meet basic needs in the event of an electrical outage (86%, including 76% completed, 8% within the year and 2% within 5 years) and ensuring they had 72 hours of non-perishable food stored to meet household needs (83%, 73% done, 8% within the year and 2% within 5 years). Refer to Figure 13, below, Figure 14 on the following page, Figure 15 on page 34, Figure 16 on page 35 and Table 6 on page 36, for details.

Figure 13

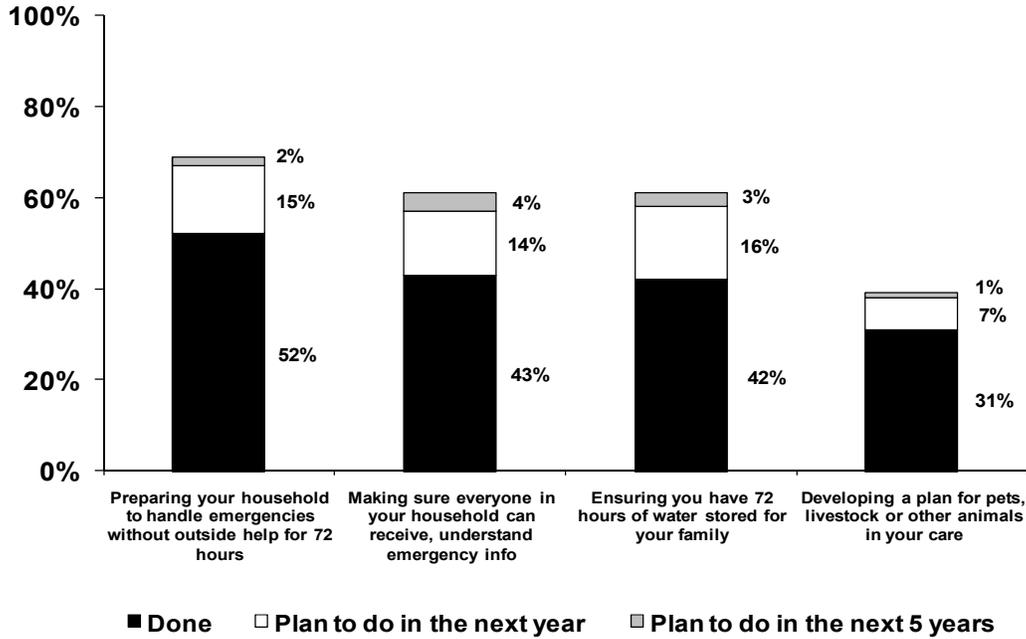
Respondent Intention to Complete Activities to Prepare for Disasters or Major Emergencies



n=400

Figure 14

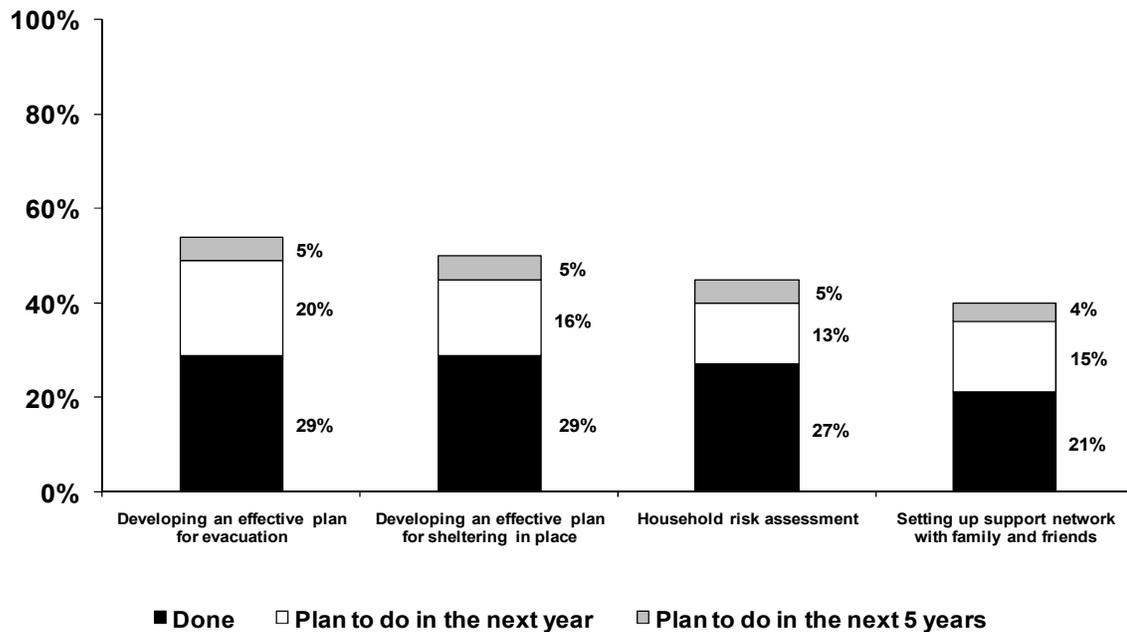
Respondent Completion of Activities to Prepare for Disasters or Major Emergencies



n=400

Figure 15

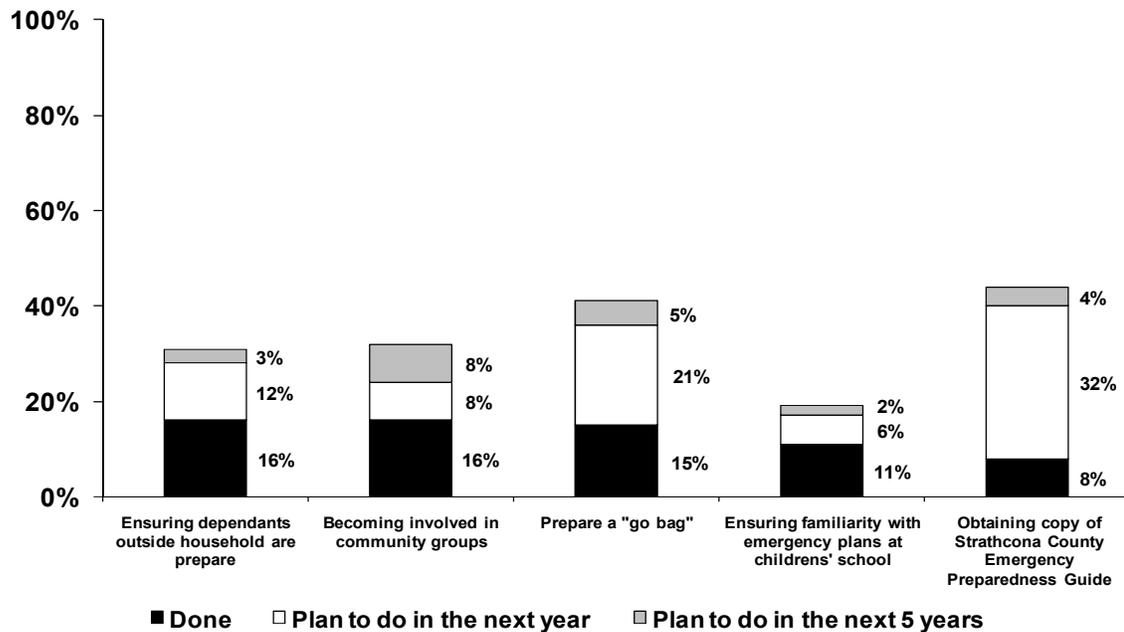
Respondent Intention to Complete Activities to Prepare for Disasters or Major Emergencies



n=400

Figure 16

Respondent Intention to Complete Activities to Prepare for Disasters or Major Emergencies



n=400

Table 6

Respondent Completion of Activities to Prepare for disasters or major emergencies					
	Percent of Respondents (n=400)				
	Completed	Plan to do in the next year	Plan to do in the next 5 years	Had not planned to do	Does not apply
Determining the insurance needs of your household	81	7	3	10	--
Preparing to meet basic needs during an electrical outage	76	8	2	15	--
Ensuring that you have 72 hours of non-perishable food to meet your household needs	73	8	2	17	--
Training in CPR and first aid to deal with medical emergencies while waiting for first responders	72	6	4	18	1
Preparing your household to handle emergencies without outside assistance for 72 hours	52	15	2	30	1
Making Sure that everybody in your household can receive, understand, and act on information received in an emergency	43	14	4	37	3
Ensuring that you have 72 hours of water stores for your family	42	16	3	39	<1
Developing a plan for pets, livestock, or other animals in your care during a disaster	31	7	1	29	32
Developing an effective plan for sheltering in place if required	29	16	5	47	1
Developing an effective plan for evacuation if requested to do so	29	20	5	46	--
Performing a household risk assessment	27	13	5	54	1
Setting up a support network with family and friends to meet needs during a disaster	21	15	4	59	1
Becoming involved in community groups, volunteering, or other activities to improve networking in your community	16	8	8	67	1
Ensuring that people outside of your household who depend on you are prepared for a disaster	16	12	3	50	19
Preparing a "go bag" for evacuation or going to an emergency shelter including special items required for small children, pets, health conditions, or other special considerations	15	21	5	59	1
Ensuring familiarity with emergency plans at your children's' school/s	11	6	2	16	65
Obtaining a copy of the Strathcona County Emergency Preparedness Guide	8	32	4	55	<1

Respondents that have heard of the term *shelter-in-place* were significantly more likely to indicate they had already **performed a household risk assessment** (41% versus 22% of respondents that had not).

Respondents that reported having received disaster preparedness training were significantly more likely to indicate they had already **performed a household risk assessment** (43% versus 18% of those that had not received the training).

Respondents 35 years older and older were significantly more likely to indicate they had already **performed a household risk assessment** (24% and 33% versus 8% of respondents 18 to 34 years old).

Respondent subgroups significantly more likely to indicate having already **set up a support network with family and friends to meet needs during a disaster** included:

- ◆ Respondents that had heard of *shelter-in-place* (34% versus 17% of respondents that had not heard of *shelter-in-place*); and
- ◆ Respondents that had received disaster preparedness training (32% versus 15% of those that had not).

Respondent subgroups significantly more likely to indicate they planned to **set up a support network with family and friends to meet needs during a disaster in the next year** included:

- ◆ Respondents that indicated an interest in free disaster training (18% versus 9% of respondents not interested in free disaster training);
- ◆ Female respondents (20% versus 11% of male respondents); and
- ◆ Respondents from households that earned less than \$59,999 (27% versus 12% of respondents from households that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to indicate they had already **determined the insurance needs of their household** included:

- ◆ Respondents that had heard of *shelter-in-place* (88% versus 78% of respondents that had not heard of *shelter-in-place*);
- ◆ Respondents that had received disaster preparedness training (86% versus 77% of those that had not);
- ◆ Respondents interested in free disaster training (83% versus 73% of respondents not interested in the free training); and
- ◆ Respondents 35 years old and older (80% and 84% versus 65% of respondents 18 to 34 years old).

Respondent subgroups significantly more likely to indicate they had already **obtained a copy of the Strathcona County Emergency Preparedness Guide** included:

- ◆ Respondents that had heard of *shelter-in-place* (20% versus 5% of respondents that had not heard of *shelter-in-place*);
- ◆ Respondents that had received disaster preparedness training (14% versus 5% of those that had not);
- ◆ Respondents 35 to 54 years old (12% versus 5% of respondents of respondents 55 years old and older).

Respondent subgroups significantly more likely to indicate they planned to **obtain a copy of the Strathcona County Emergency Preparedness Guide** in the next year included:

- ◆ Respondents that had received disaster preparedness training (39% versus 28% of those that had not);
- ◆ Respondents interested in free disaster training (34% versus 22% of respondents not interested in the free training);
- ◆ Respondents who have lived in Strathcona County for more than 10 years (35% versus 20% of respondents that have lived in the County for less than 10 years);
- ◆ Respondents 35 years old and older (29% and 38% versus 11% of respondents 18 to 34 years old); and
- ◆ Female respondents (40% versus 24% of male respondents).

Respondents that worked in Strathcona County were significantly more likely to indicate that they planned to **obtain a copy of the Strathcona County Emergency Preparedness Guide** in the next 5 years (9% versus 3% of respondents that worked outside the County).

Respondent subgroups significantly more likely to indicate that they had **ensured that they had 72 hours of water stored for their families** included:

- ◆ Respondents that reside in rural Strathcona (66% versus 32% of respondents residing in Sherwood Park);
- ◆ Respondents that work outside of Strathcona County (48% versus 31% of respondents that work in Strathcona County);
- ◆ Respondents that had received disaster preparedness training (51% versus 37% of those that had not);
- ◆ Respondents who have lived in Strathcona County for more than 10 years (46% versus 29% of respondents that have lived in the County for less than 10 years);
- ◆ Respondents 35 years old and older (41% and 48% versus 16% of respondents 18 to 34 years old); and
- ◆ Female respondents (48% versus 37% of male respondents).

Respondent subgroups significantly more likely to indicate that they planned to **ensure that they had 72 hours of water stored for their families** in the next year included:

- ◆ Respondents that reside in Sherwood Park (19% versus 8% of respondents residing in rural Strathcona County);
- ◆ Respondents that work in Strathcona County (26% versus 12% of respondents that work outside of Strathcona County); and
- ◆ Respondents that indicated interest in receiving free disaster preparedness training (20% versus 4% of respondents not interested in the free training).

Respondents that worked in Strathcona County were significantly more likely to indicate that they planned to **ensure that they had 72 hours of water stored for their families in the next 5 years** (6% versus 1% of respondents that worked outside of Strathcona County).

Respondents 18 to 34 years old were significantly more likely to indicate that they planned to **ensure that they had 72 hours of water stored for their families in the next 5 years** (11% versus 2% and 1% of respondents 35 and older).

Respondent subgroups significantly more likely to indicate that they had already **developed an effective plan for sheltering in place if requested to** included:

- ◆ Respondents that reside in rural Strathcona County (38% versus 25% of respondents residing in Sherwood Park);
- ◆ Respondents that had heard of the term shelter-in-place (44% versus 25% of respondents that had not heard of the term);
- ◆ Respondents that work outside Strathcona County (33% versus 20% of respondents that work in Strathcona County);
- ◆ Respondents that received disaster preparedness training (37% versus 26% of respondents that had not received the training); and
- ◆ Respondents 55 years old and older (33% versus 14% of respondents 18 to 34 years old).

Respondents that were interested in receiving free disaster training were significantly more likely to indicate that they **planned to develop an effective plan for sheltering in place** in the next year (18% versus 6% of respondents not interested in the training).

Female respondents were significantly more likely to indicate they **planned to develop an effective plan for sheltering in place** (22% versus 10% of male respondents).

Respondent subgroups significantly more likely to indicate that they had already **developed an effective plan evacuation if requested to** included:

- ◆ Respondents that had heard of the term *shelter-in-place* (42% versus 25% of respondents that had not heard of the term);
- ◆ Respondents that received disaster preparedness training (38% versus 24% of respondents that had not received the training); and
- ◆ Respondents 35 to 54 years old and 55 years and older (29% and 33% versus 8% of respondents 18 to 34 years old).

Respondents that were interested in receiving free disaster training were significantly more likely to indicate that **they planed to develop an effective evacuation plan in the next year** (22% versus 11% of respondents not interested in the training).

Female respondents were significantly more likely to indicate they **planned to develop an effective evacuation plan in the next year** (27% versus 12% of male respondents).

Respondent subgroups significantly more likely to indicate that they had **ensured that they had 72 hours of non-perishable food to meet their household needs** included:

- ◆ Respondents that reside in rural Strathcona (83% versus 69% of respondents residing in Sherwood Park);
- ◆ Respondents that work outside of Strathcona County (78% versus 60% of respondents that work in Strathcona County);
- ◆ Respondents that had received disaster preparedness training (81% versus 69% of those that had not); and
- ◆ Respondents 35 to 54 years old and 55 and older (72% and 80% versus 43% of respondents 18 to 34 years old).

Respondent subgroups significantly more likely to indicate that they planned to **ensure that they had 72 hours of non-perishable food to meet their household needs** in the next year included:

- ◆ Respondents that reside in Sherwood Park (10% versus 3% of respondents residing in rural Strathcona County);
- ◆ Respondents that work in Strathcona County (15% versus 6% of respondents that work outside of Strathcona County);
- ◆ Respondents that indicated interest in receiving free disaster preparedness training (11% versus 3% of respondents not interested in the free training);
- ◆ Female respondents (12% versus 5% of male respondents);
- ◆ Respondents from household that earned \$99,999 or less (14% and 12% versus 5% of respondents from households that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to indicate that they had already **become involved in community groups, volunteering, or other activities to improve networking in their community** included:

- ◆ Respondents that had heard of the term *shelter-in-place* (25% versus 14% of respondents that had not heard of the term); and
- ◆ Respondents that received disaster preparedness training (22% versus 13% of respondents that had not received the training).

Respondents from households that earned \$59,999 or less were significantly more likely to indicate they **planned to become involved in community groups, volunteering, or other activities to improve networking in their community in the next 5 years** (15% versus 7% of respondents that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to indicate that they had already **prepared a “go bag” for evacuation or going to an emergency shelter including special items required for small children, pets, health conditions, or other special considerations** included:

- ◆ Respondents that had heard of the term *shelter-in-place* (23% versus 12% of respondents that had not heard of the term);
- ◆ Respondents that received disaster preparedness training (27% versus 8% of respondents that had not received the training);
- ◆ Respondents 55years old and older (20% versus 5% and 12% of respondents 18 to 34 years old and 35 to 54 years old);and
- ◆ Respondent that earned \$59,999 or less (19% versus 10% of respondents that earned \$100,000 or more in 2010).

Respondents interested in free disaster training were significantly more likely to indicate they planned to **prepare a “go bag” for evacuation or going to an emergency shelter including special items required for small children, pets, health conditions, or other special considerations**, in the next year (24% versus 7% of respondents not interested in the free training).

Female respondents were significantly more likely to indicate they planned to prepare a **“go bag” for evacuation or going to an emergency shelter including special items required for small children, pets, health conditions, or other special considerations, in the next year** (30% versus 12% of male respondents).

Respondent subgroups significantly more likely to indicate that they had already **ensured that people outside of their household who depend on them were prepared for a disaster** included:

- ◆ Respondents reside in rural Strathcona (22% versus 13% of respondents that reside in Sherwood Park); and
- ◆ Respondents that received disaster preparedness training (26% versus 11% of respondents that had not received the training).

Respondent subgroups significantly more likely to indicate that they planned to **ensure that people outside of their household who depend on them were prepared for a disaster** in the next year included:

- ◆ Respondents reside in Sherwood Park (15% versus 6% of respondents that reside in Sherwood Park);
- ◆ Respondents that indicated interest in receiving free disaster training (14% versus 4% of respondents not interested in the free training);and
- ◆ Female respondents (17% versus 8% of male respondents).

Respondent subgroups significantly more likely to indicate that they had already **ensured that everyone in their household was able to receive understand and act on information received in an emergency** included:

- ◆ Respondents reside in rural Strathcona (53% versus 39% of respondents that reside in Sherwood Park);
- ◆ Respondents that had heard the term shelter-in-place (54% versus 39% of respondents that had not heard of the term);
- ◆ Respondents that received disaster preparedness training (53% versus 37% of respondents that had not received the training);
- ◆ Respondents that were not interested in receiving free disaster training (53% versus 39% of respondents that indicated interest in receiving the free training); and
- ◆ Female respondents (49% versus 37% of male respondents).

Respondents that indicated interest in receiving free disaster training were significantly more likely to report that they planned **on making sure that everyone in their household can receive, understand, and act on information received in an emergency** in the next year (17% versus 2% or respondents not interested in the free training).

Respondent subgroups significantly more likely to indicate that they were already **prepared to meet basic needs during an electrical outage** included:

- ◆ Respondents reside in rural Strathcona (88% versus 70% of respondents that reside in Sherwood Park);

- ◆ Respondents that had heard the term *shelter-in-place* (87% versus 72% of respondents that had not heard of the term); and
- ◆ Respondents that received disaster preparedness training (83% versus 72% of respondents that had not received the training).

Respondents that reside in Sherwood Park were significantly more likely to report that they planned **to prepare to meet basic needs during an electric outage** in the next year (10% versus 3% of respondents residing in rural Strathcona County).

Respondents that were not interested in free disaster training were significantly more likely to indicate that **they planned to prepare to meet basic need during an electrical outage** in the next 5 years (4% versus 1% of those interested in the free training).

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

- ◆ Respondents that worked outside of Strathcona County (37% versus 24% of respondents working in the County);
- ◆ Respondents that received disaster preparedness training (42% versus 25% of respondents that had not received the training);
- ◆ Respondents interested in free disaster training (34% versus 21% of respondents not interested in the free training);and
- ◆ Respondents 35 to 54 years old (36% versus 19% of respondents 18 to 34 years old).

Female respondents were significantly more likely to indicate that they **planned to develop a plan for pets, livestock, or other animals in their care in the next year** (10% versus 4% of male respondents).

Respondents interested in the free disaster training were significantly more likely to indicate that they **planned to develop a plan for pets, livestock, or other animals in their care in the next 5 years** (9% versus 1% of respondents not interested in the free training).

Respondent subgroups significantly more likely to indicate that they had **prepared their households to handle emergencies without outside assistance for 72 hours** included:

- ◆ Respondent that reside in rural Strathcona County (68% versus 45% of respondents that live in Sherwood Park);
- ◆ Respondents that had heard of shelter-in-place (67% versus 48% of those that had not heard the term);

- ◆ Respondents that worked outside of Strathcona County (58% versus 44% of respondents working in the County);
- ◆ Respondents that received disaster preparedness training (68% versus 44% of respondents that had not received the training);
- ◆ Respondents that have lived in Strathcona County for more than 10 years (56% versus 40% of respondents that have lived in the County for less than 10 years); and
- ◆ Respondents 35 to 54 and 55 years old and older (51% and 59% versus 24% of respondents 18 to 34 years old).

Respondent subgroups significantly more likely to indicate that they planned to **prepare their households to handle emergencies without outside assistance for 72 hours in the next year** included:

- ◆ Respondent that reside in Sherwood Park (18% versus 8% of respondents that reside in rural Strathcona County);
- ◆ Respondents that work in Strathcona County (23% versus 11% of respondents that work outside of the County);
- ◆ Respondents interested in free disaster training (18% versus 8% of respondents not interested in the free training);
- ◆ Respondents 18 to 34 years old (30% versus 15% and 12% of respondents 35 to 54 years old and respondents 55 and older); and
- ◆ Female respondents (19% versus 11% of male respondents).

Respondent subgroups significantly more likely to indicate that they **were already trained in CPR and first aid to deal with medical emergencies while waiting for first responders** included:

- ◆ Respondents that had heard of shelter-in-place (82% versus 69% of those that had not heard the term);
- ◆ Respondents that received disaster preparedness training (89% versus 63% of respondents that had not received the training);
- ◆ Respondents 35 to 54 years old (81% versus 64% of respondents 55 and older); and
- ◆ Respondents from households that earned \$100,000 or more in 2010 (78% versus 62% of respondents from households that earned less than \$59,999 in 2010).

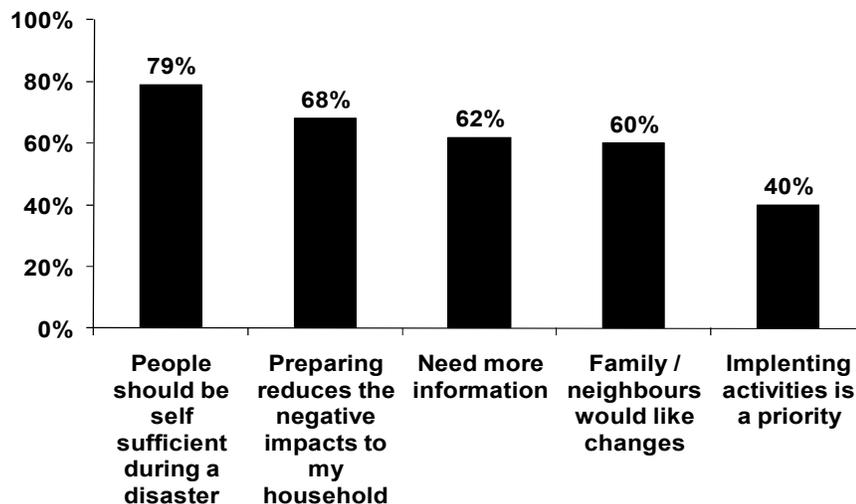
Respondent subgroups significantly more likely to indicate that **they were familiar with the emergency plans at their children's' school** included:

- ◆ Respondents that had heard of shelter-in-place (21% versus 8% of those that had not heard the term);
- ◆ Respondents that received disaster preparedness training (16% versus 9% of respondents that had not received the training); and
- ◆ Female respondents (17% versus 6% of male respondents).

Next, respondents were asked to rate their agreement with some statements regarding factors impacting the completion of disaster or major emergency preparation measures. Seventy-nine percent (79%) of respondents agreed (4 or 5 out of 5) that people should be self sufficient during a disaster, while 68% of respondents agreed that preparing for a disaster reduces the negative impacts to their household. More than half of respondents (62%) agreed they need more information before they can complete some of the activities discussed. For further details see Figure 17, below, and Figure 18 on the following page, and Table 7 on page 47.

Figure 17

Factors Impacting the Completion of Disaster or Major Emergency Preparation Measures.

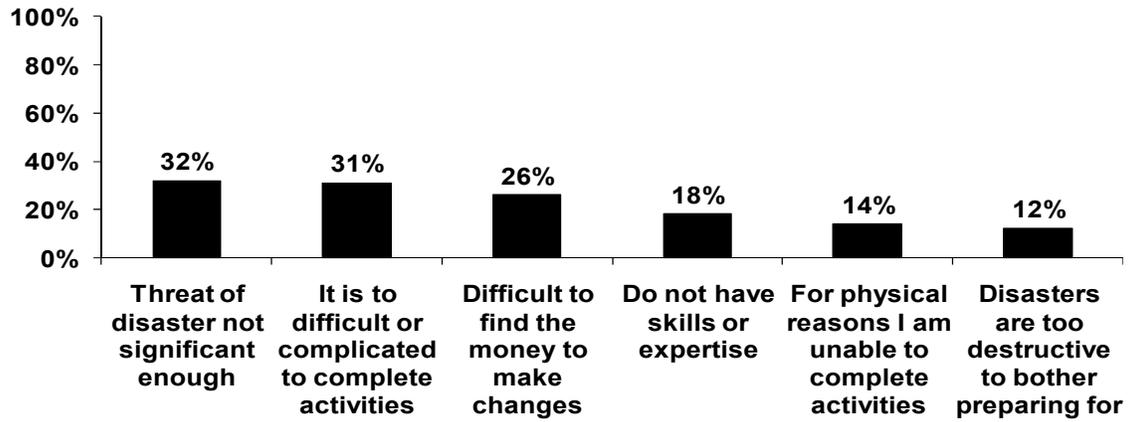


n=400

*Respondents that agreed or strongly agreed (4 or 5 out of 5).

Figure 18

Factors Impacting the Completion of Disaster or Major Emergency Preparation Measures.



n=400

*Respondents that agreed or strongly agreed (4 or 5 out of 5).

Table 7

Factors Impacting the Completion of Wildfire Preparation Measures						
	Percent of Respondents (n=400)					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No opinion
It is important to prepare because people should be self sufficient during a disaster.	3	6	11	41	39	1
Preparing for disasters will significantly reduce the negative impacts on my household should a disaster occur.	4	10	17	38	31	1
I need more information before I can complete some of these activities.	7	10	21	25	38	<1
If I made all or some of the suggested changes, my family or neighbors would like it.	5	9	25	34	26	2
Implementing these activities is a priority for me.	8	21	32	28	12	1
I do not consider the threat of disaster significant enough to warrant some of the activities.	18	26	23	22	10	1
It is too difficult or complicated to complete activities which would protect my household from every type of disaster.	23	30	15	20	11	1
It would be difficult to find the money to make some of these changes or complete some of these activities.	31	25	17	17	9	1
I do not have the skills to or expertise to complete some of the recommended activities	43	25	14	14	4	1
Disasters are too destructive to bother preparing for.	48	30	9	8	4	1
For physical reasons I am unable to complete some of the activities without assistance.	59	21	6	9	5	1

Respondent subgroups significantly more likely to agree **they need more information before they can complete some of the activities** included:

- ◆ Respondents that have not heard of the term shelter-in-place (67% versus 46% of respondents that have heard of the term);
- ◆ Respondents that have not received disaster preparedness training (70% versus 48% of respondents that have received the training);
- ◆ Respondents interested in free disaster training (65% versus 52% of respondents not interested);
- ◆ Respondents 18 to 34 years old (78% versus 59% of respondents 35 to 54 years old).

Respondent subgroups significantly more likely to agree **if I made all or some of the suggested changes, my family or neighbours would like it** included:

- ◆ Respondents interested in free disaster training (65% versus 45% of respondents not interested in the free training); and
- ◆ Female respondents (65% versus 55% of male respondents).

Respondent subgroups significantly more likely to agree **it would be difficult to find the money to make some of these changes or complete some of these activities** included:

- ◆ Respondents that have not received disaster preparedness training (30% versus 19% of respondents that have received the training); and
- ◆ Respondents from households that earned less than \$59,000 and between \$60,000 to \$99,999 (34% and 35% versus 20% of respondents from households that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to agree **implementing these activities is a priority** included:

- ◆ Respondents that have received disaster preparedness training (47% versus 36% of respondents that have not received the training); and
- ◆ Respondents interested in free disaster training (44% versus 25% of respondents not interested in free disaster training).

Respondent subgroups significantly more likely to agree **for physical reasons I am unable to complete some of these activities** included:

- ◆ Respondents that have lived in Strathcona County for 10 years or more (16% versus 5% of respondents that have lived in the County for less than 10 years);
- ◆ Respondents 55 year old and older (21% versus 7% of respondents 35 to 54 years old); and
- ◆ Respondents from households that earned \$59,999 or less (22% versus 8% of respondents from households that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to agree that **they do not have the skills or expertise to complete some of the recommended activities** included:

- ◆ Respondents that have not received disaster preparedness training (21% versus 10% of respondents that received the training).

Respondent subgroups significantly more likely to agree that **it is too difficult or complicated to complete activities which would protect their household from every type of potential disasters** included:

- ◆ Respondents that have not received disaster preparedness training (38% versus 19% of respondents that received the training);
- ◆ Respondents 55 years old and older (39% versus 22% and 25% of respondents 18 to 34 and 35 to 54 years old respectively); and
- ◆ Respondents from households that earned \$59,999 or less (43% versus 23% of respondents from households that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to agree that **they do not consider the threat of disasters significant enough to warrant some of the activities** included:

- ◆ Respondents that work in Strathcona County (40% versus 26% of respondents that work outside of the County);
- ◆ Respondents that indicated no interest in receiving free disaster training (46% versus 27% of respondents interested in receiving free training); and
- ◆ Male respondents (40% versus 25% of female respondents).

Respondent subgroups significantly more likely to agree that **preparing for disasters will significantly reduce the negative impacts to their household should a disaster occur** included:

- ◆ Respondents that indicated interest in receiving free disaster training (72% versus 55% of respondents not interested in receiving free training);
- ◆ Female respondents (76% versus 61% of male respondents); and
- ◆ Respondents from households that earned between \$60,000 and \$99,999 (78% versus 63% of respondents that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to agree **disasters are too destructive to bother preparing for** included:

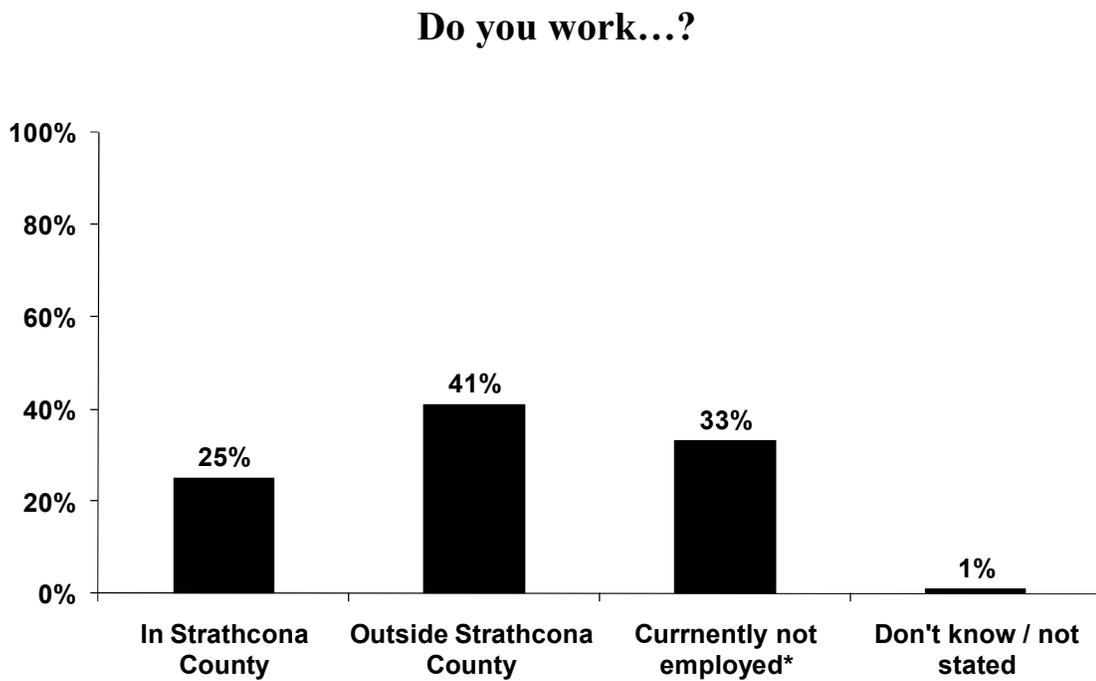
- ◆ Respondents that indicated no interest in receiving free disaster training (22% versus 9% of respondents interested in receiving free training); and
- ◆ Male respondents (17% versus 7% of female respondents).

Respondent subgroups significantly more likely to agree it is important to prepare because people should be self sufficient during a disaster included:

- ◆ Respondents that indicated interest in receiving free disaster training (81% versus 70% of respondents not interested in receiving free training); and
- ◆ Respondents from households that earned between \$60,000 and \$99,999 (88% versus 77% of respondents that earned \$100,000 or more in 2010).

With regards to emergency preparedness in the workplace, respondent were asked where they worked. A quarter of respondents (25%) reported working some place in Strathcona County, while 41% worked outside the County. One-third of respondents (33%) reported that they were not currently employed (including students, seniors, and homemakers). See Figure 19, below.

Figure 19



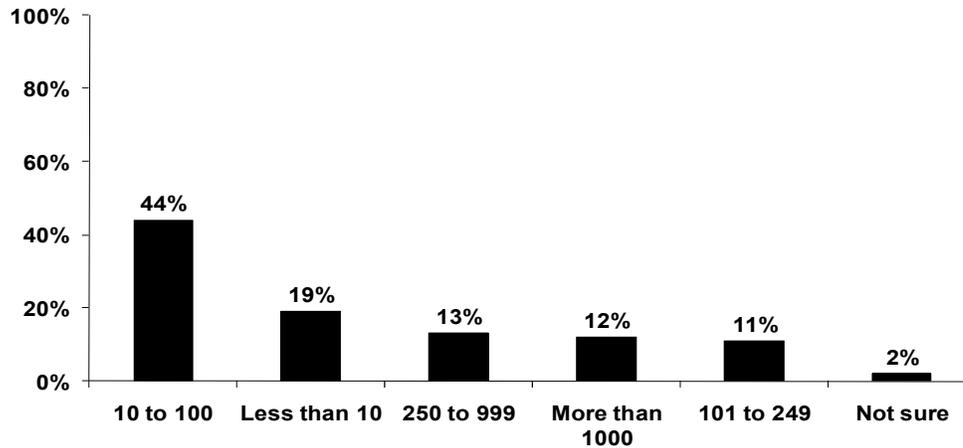
n=400

* Currently unemployed includes, students, seniors and homemakers.

Of the respondents currently employed (n=264) 44% of respondents indicated they worked with 10 to 100 other people, while 19% worked with less than 10 people in their workplace. Refer to Figure 20, below.

Figure 20

How many people work in your workplace?



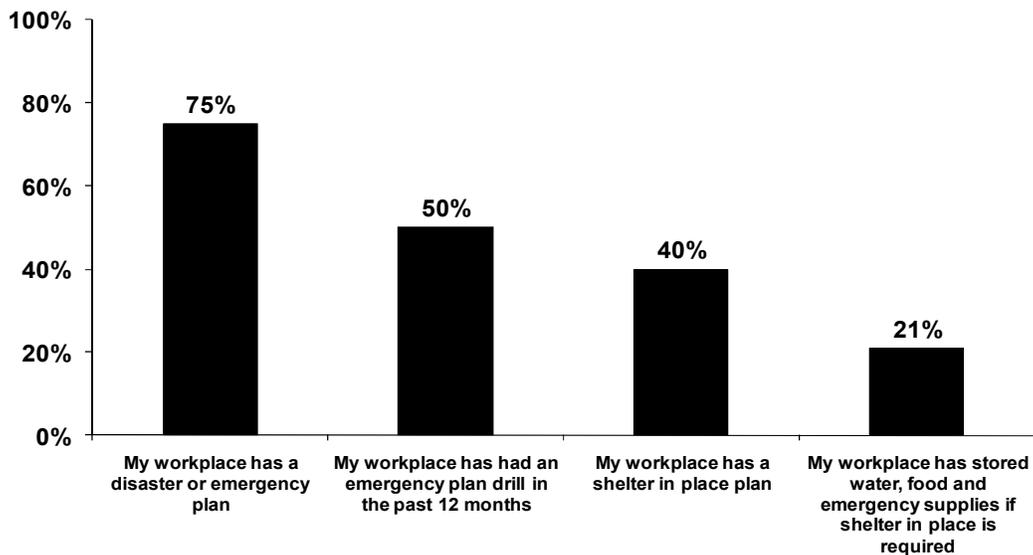
n=264

Base: Respondents that are currently employed.

Next, respondents were read some general statement and asked if the statements applied to their workplace. Three-quarters of respondents (75%) reported having a disaster or emergency plan at their workplace and half of the respondents (50%) reported their workplace having had an emergency plan drill in the past 12 months. Furthermore 40% of respondents reported that their workplace has a shelter-in-place plan and 21% of respondents reported that their workplace has stored water, food and emergency supplies in the event of shelter in place being required. See Figure 21, below.

Figure 21

General statements about your workplace.



n=264

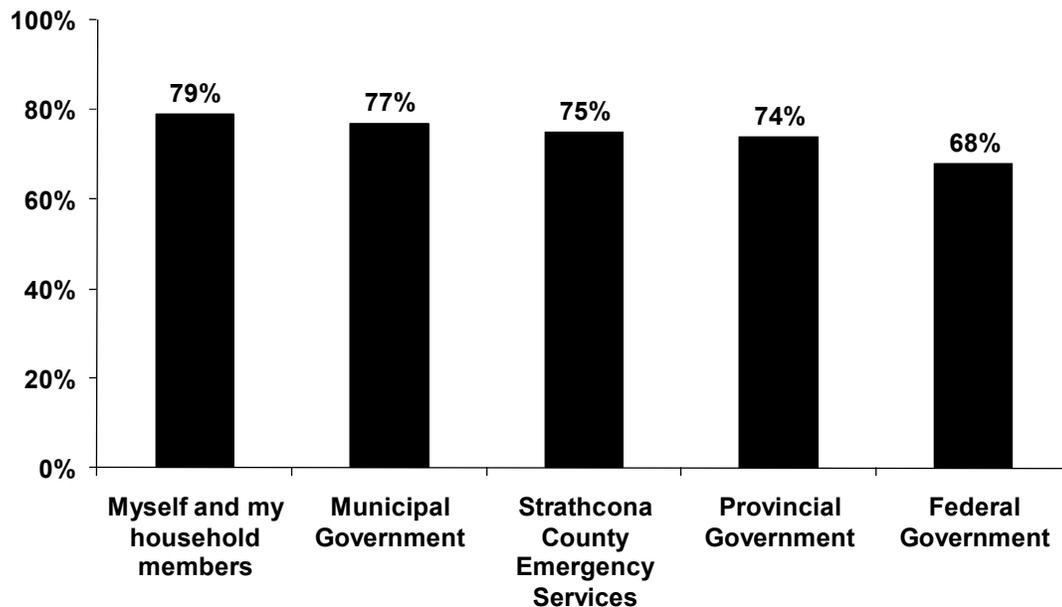
Base: Respondents that said yes.

Respondents residing in Rural Strathcona were significantly more likely to indicate their workplace has **stored water, food and emergency supplies if shelter-in-place is required** (32% versus 17% of respondents residing in Sherwood Park).

Next, respondents were asked to indicate who was responsible for emergency preparedness. Seventy-nine percent (79%) of respondents agreed (4 or 5 out of 5) that they or their household members were responsible for reducing the impacts from a major emergency or disaster. More than three quarters (77%) of respondents agreed that the Municipal Government was responsible, followed by the Strathcona County Emergency Services (75%), the Provincial Government (74%) and the Federal Government (68%). See Figure 22, below and Table 8 on the following page.

Figure 22

Responsibility for Emergency preparedness.



n=400

Base: Respondents that agreed or strongly agreed (4 or 5 out of 5).

Table 8

Responsibility for Emergency preparedness						
	Percent of Respondents (n=400)					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No opinion
Myself and my household members	1	4	15	41	39	1
Municipal government	3	3	18	41	36	<1
Provincial government	3	5	18	38	37	--
The Strathcona County Emergency Services	3	4	18	40	36	1
Federal government	6	9	17	34	34	<1

Respondent subgroups significantly more likely to agree themselves and their household members are responsible for reducing the impacts from major emergencies or disasters to their house and property included:

- ◆ Respondents that had heard of *shelter-in-place* (88% versus 77% of respondents that had not heard of the term); and
- ◆ Respondents that indicated interest in free disaster training (82% versus 71% of respondents not interested in the free training).

Respondent subgroups significantly more likely to agree the Municipal government is responsible for reducing impacts from a major emergency or disaster included:

- ◆ Respondents that indicated interest in free disaster training (81% versus 60% of respondents not interested in free training);
- ◆ Female respondents (85% versus 69% of male respondents); and
- ◆ Respondents from households that earned \$59,999 or less and between \$60,000 and \$99,999 (82% for both versus 70% of respondents from households that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to agree the Strathcona County Emergency Services are responsible for reducing the impacts from a major emergency or disaster included:

- ◆ Respondents that indicated interest in free disaster training (79% versus 57% of respondents not interested in free training);
- ◆ Female respondents (81% versus 70% of male respondents).

Respondent subgroups significantly more likely to agree **the Provincial government is responsible for reducing impacts from a major emergency or disaster** included:

- ◆ Respondents that had heard of *shelter-in-place* (85% versus 71% of respondents that have not heard of the shelter-in-place);
- ◆ Respondents that indicated interest in free disaster training (77% versus 62% of respondents not interested in free training); and
- ◆ Female respondents (80% versus 69% of male respondents).

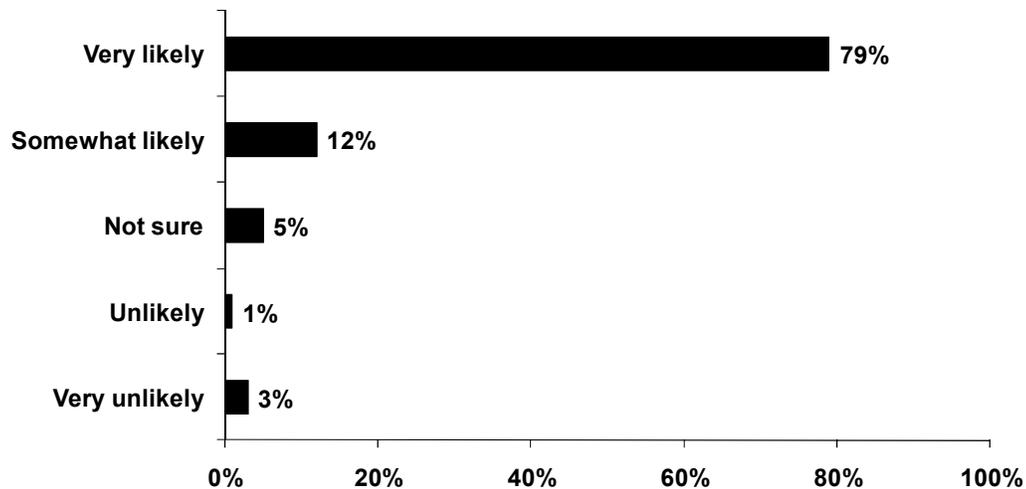
Respondent subgroups significantly more likely to agree **the Federal government is responsible for preparing for and reducing the impacts from a major emergency or disaster** included:

- ◆ Respondents that have received disaster preparedness training (42% versus 29% of respondents that have not).

Respondents were then asked to rate how likely it was that they would evacuate if asked to by authorities during a major emergency or disaster. Ninety-one percent (91%) reported it was likely (4 or 5 out of 5), while 5% provided a neutral response and 4% believed it was unlikely (1 or 2 out of 5) they would evacuate if asked to by authorities. See Figure 23, below.

Figure 23

How likely is it that you would evacuate if asked to by authorities during a major emergency or disaster?



n=400

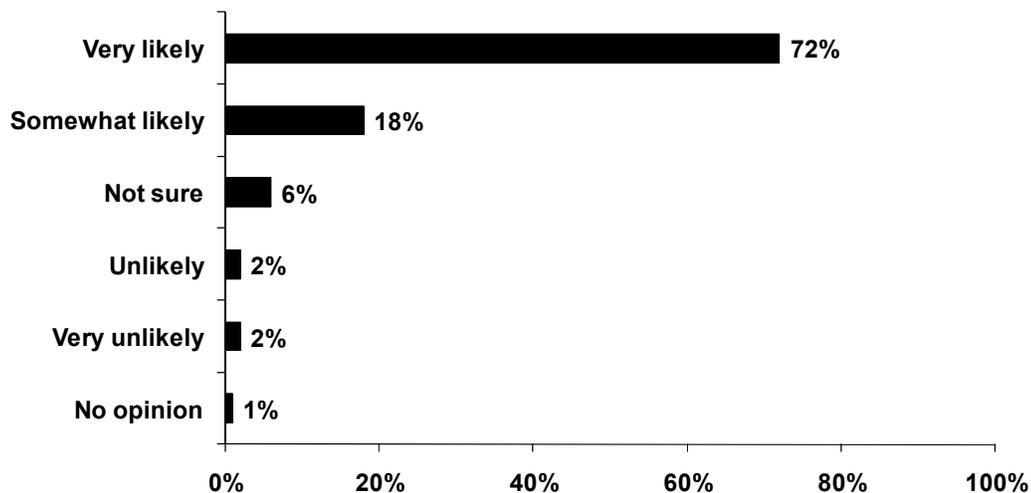
Respondent subgroups significantly more likely to **evacuate if asked by authorities during a major emergency or disaster** included:

- ◆ Respondents residing in Sherwood Park (93% versus 85% of respondents residing in rural Strathcona County); and
- ◆ Female respondents (95% versus 87% of male respondents).

Respondents were then asked to rate how likely it was that they would shelter-in-place if asked to by authorities during a major emergency or disaster. Ninety percent (90%) reported it was likely (4 or 5 out of 5), while 6% provided a neutral response and 4% believed it was unlikely (1 or 2 out of 5) that they would shelter-in-place if asked by authorities during a major emergency or disaster. See Figure 24, below.

Figure 24

How likely is it that you would shelter-in-place during a major emergency or disaster?



n=400

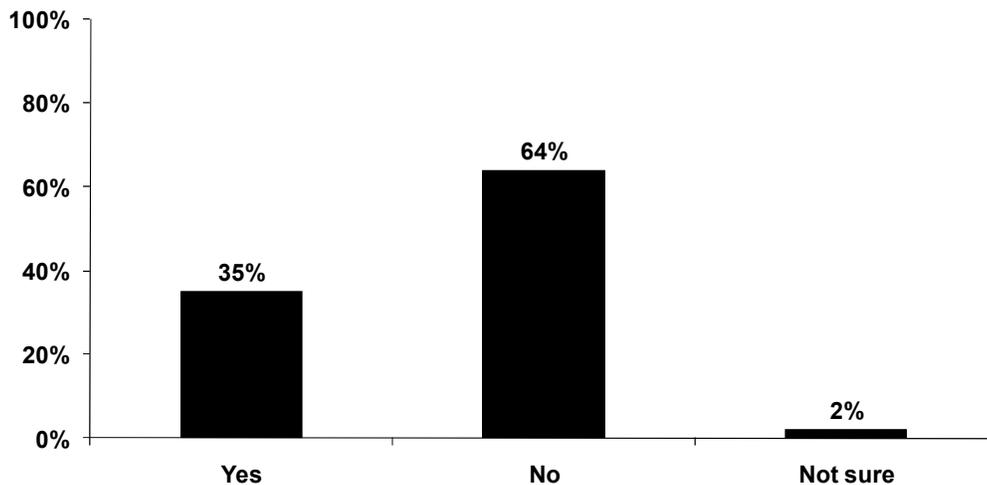
Respondent subgroups significantly more likely to **shelter-in-place if asked by authorities during a major emergency or disaster** included:

- ◆ Respondents that had heard of the term *shelter-in-place* (96% versus 88% of respondents that had not heard of the term);
- ◆ Respondents that reported working in Strathcona County (95% versus 84% of respondents that work outside the County);
- ◆ Respondents that have lived in Strathcona County for 10 years or more (92% versus 84% of respondents that have lived in the County for less than 10 years); and
- ◆ Respondents 35 to 54 and 55 and older (88% and 95% versus 70% of respondents 18 to 34 years old).

Respondents were asked whether they had received information or training on disaster or emergency preparedness. Thirty-five percent (35%) of respondents reported having received information or training on disaster or emergency preparedness, while 64% reported they had not and 2% were unsure. See Figure 25, below.

Figure 25

Have you received information or training on disaster or emergency preparedness?



n=400

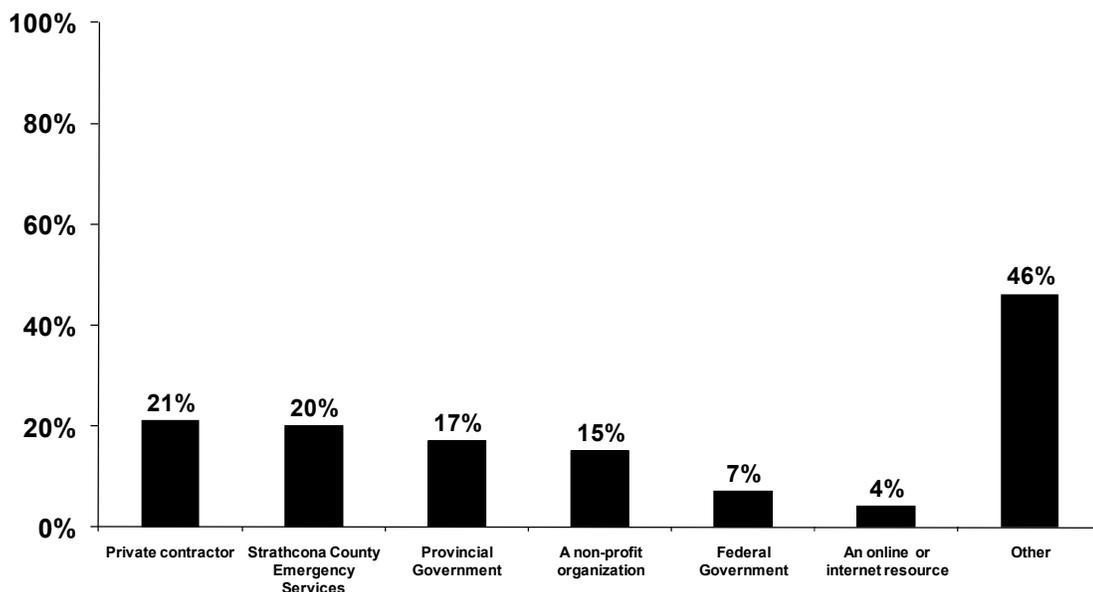
Respondents that have heard of *shelter-in-place* were significantly more likely to report **having received information or training on disaster or emergency preparedness** (54% versus 29% of respondents that have not heard of the term).

Respondents 35 to 54 years old and 55 and older were significantly more likely to report **having received information or training on disaster or emergency preparedness** (42% and 32% versus 14% of respondents 18 to 43 years old).

Respondents who indicated having received information or training on disaster or emergency preparedness (n=139) were asked who provided the information or training. Twenty-one percent (21%) of respondents mentioned the information or training was provided by a private contractor, 20% by the Strathcona County Emergency Services and 17% obtained their information of training from the Provincial Government. Refer to Figure 26, below.

Figure 26

Sources of Information or Training on Emergency Preparedness.



n=139

Base: Respondents that received information or training on emergency preparedness.

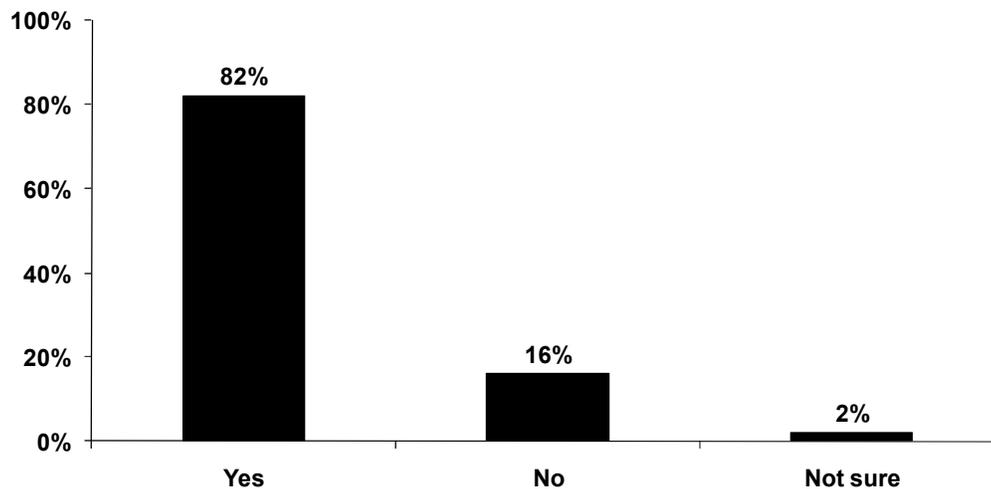
Other frequently mentioned sources included:

- ◆ The employer / workplace (34%);
- ◆ Through school / university (2%);
- ◆ Emergency services outside the County (2%);
- ◆ Strathcona County / County brochures (2%); and
- ◆ From family and friend / word of mouth (2%).

Respondents that reported having received information or training on emergency preparedness (n=139) were asked if they had completed any of the suggestions made by the information or training provided. Eighty-two percent (82%) of respondents stated they had completed the suggestions made by the information or training provided, while 16% had not. Two percent (2%) were unsure. Refer to Figure 27, below.

Figure 27

Have you completed any of the suggestions made by the information or training provided?



n=139

Base: Respondents who have received information or training on disaster or emergency preparedness.

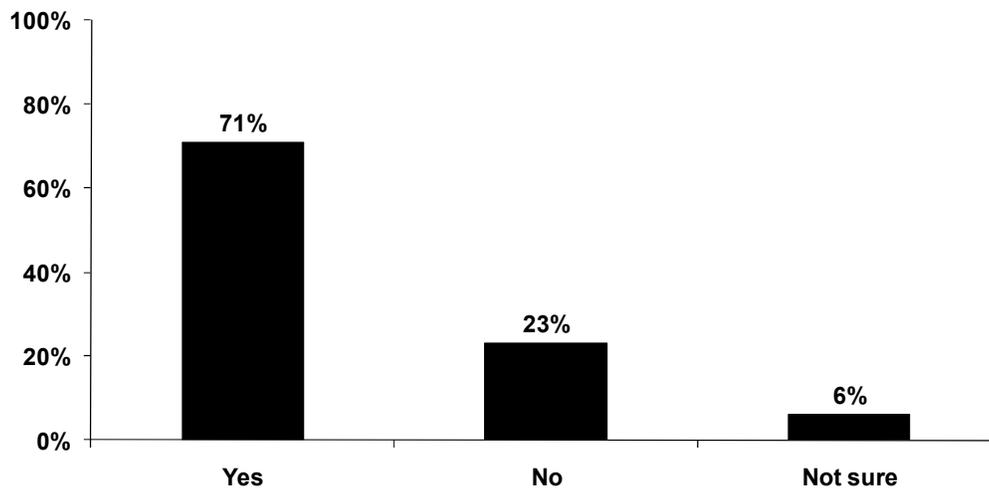
Respondent subgroups significantly more likely to **have completed some of the suggestions made by the information or training provided** included:

- ◆ Respondents residing in Rural Strathcona County (91% versus 77% of respondents residing in Sherwood Park); and
- ◆ Respondents that had heard of the term *shelter-in-place* (92% versus 76% of respondents that had not heard of the term);

All respondents were asked if they or any members of their households would be interested in free disaster or emergency preparedness training. Seventy-one percent (71%) of respondents indicated interest in receiving free disaster or emergency preparedness training, while 23% indicated no interest. Six percent (6%) of respondents were not sure. Refer to Figure 28, below.

Figure 28

Would you or anyone in your household be interested in free disaster or emergency preparedness training?



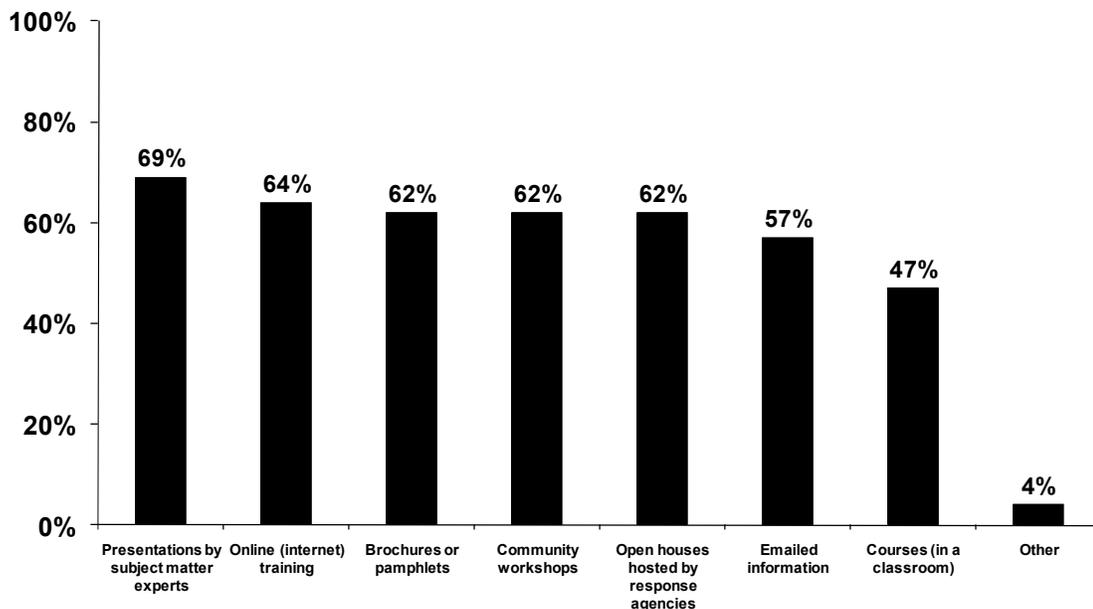
n=400

Respondents 35 to 54 years old were significantly more likely to indicate **interest in free disaster or emergency preparedness training** (77% versus 67% of respondents 55 and older).

Of the respondents that indicated interest for themselves or their households (n=284) in receiving free disaster preparedness training, 69% preferred to receive the training through presentations by subject matter experts, while 64% preferred online training. Refer to Figure 29, below for frequently preferred training delivery methods.

Figure 29

Preferred Type of Training on Disaster and Emergency Preparedness.



n=284

Base: Respondents interested in receiving free training on emergency preparedness.

Respondents residing in Sherwood Park were significantly more likely to select **online training** and **emailed information** as their preferred training methods (69% and 62% versus 53% and 46% of respondents residing in rural Strathcona County respectively).

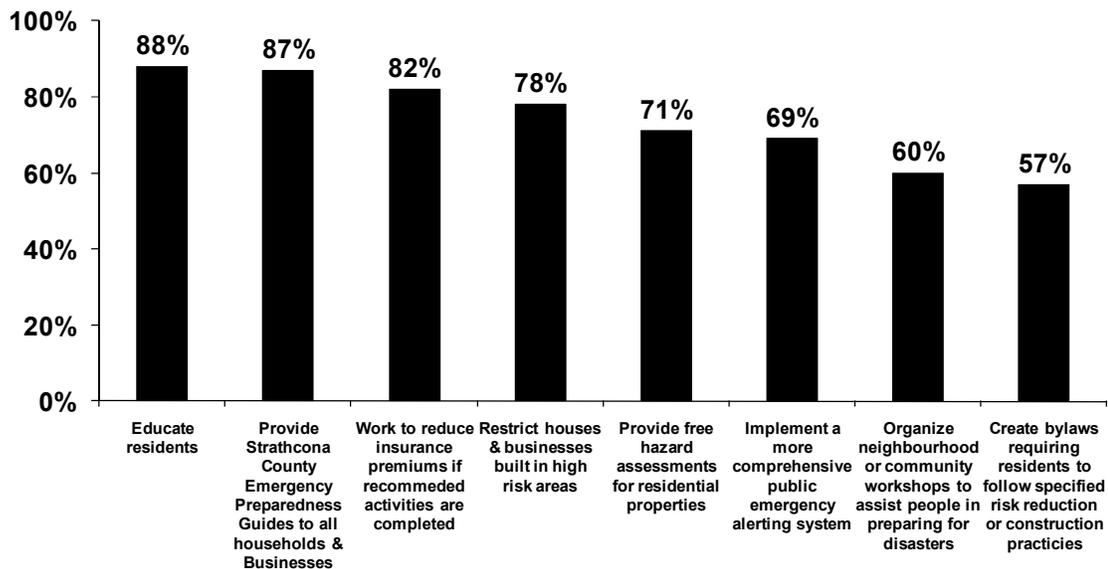
Respondents 55 years old and older were significantly more likely to select **presentations by subject matter experts** as their preferred training method (77% versus 62% of respondents 35 to 54 years old).

Respondents 35 to 54 years old were significantly more likely to select **online training** as their preferred training method (69% versus 56% of respondents 55 and older).

Next, respondents were asked to rate potential strategies Strathcona County could adopt to reduce the potential impacts of disasters. The options most frequently supported by respondents included, educating homeowners about ways to prepare their households for disasters (88%), provide Strathcona County Emergency Preparedness Guides to all households and business (87%), work to reduce insurance premiums if recommended activities are completed (82%) and restricting houses from being built or businesses operating in high risk areas (78%). See Figure 30, below and Table 9 on the following page.

Figure 30

Support for Strategies Strathcona County Could Adopt to Reduce the Potential Impacts of Disasters.



n=400

Base: Respondents that somewhat supported or strongly support (4 or 5 out of 5).

Table 9

To what extent do you support or oppose the following options?						
	Percent of Respondents					
	Strongly oppose (1)	Somewhat oppose (2)	Neutral (3)	Somewhat support (4)	Strongly support (5)	No opinion
Educate residents about ways to prepare their households for disasters.	1	2	10	29	59	--
Provide Strathcona County Emergency Preparedness Guides to all households and businesses.	1	4	8	24	64	--
Work to reduce insurance premiums if recommended activities are completed.	3	2	13	32	51	<1
Implement a more comprehensive public emergency alerting system.	2	5	20	29	40	5
Restrict houses from being built or businesses from operating in high risk areas.	3	6	12	25	53	1
Provide free hazard assessments for residential properties	4	8	18	31	40	--
Organize neighborhood or community workshops to assist people in preparing for disasters	3	8	29	30	30	<1
Create bylaws requiring homeowners or business owners in areas of particular risk to follow specified risk reduction or construction practices.	10	11	22	25	32	<1

Respondent subgroups significantly more likely to support **educating homeowners about ways to prepare their households for disasters** included:

- ◆ Respondents that have heard of the term *shelter-in-place* (96% versus 85% of respondents that have not heard the term);
- ◆ Respondents interested in free disaster training (93% versus 68% of respondents not interested in the free training);
- ◆ Respondents that have lived in Strathcona County for 10 years or more (90% versus 82% of respondents that have lived in the county for less than 10 years);
- ◆ Respondents 35 to 54 years old (93% versus 84% of respondent 55 and older); and
- ◆ Female respondents (94% versus 82% of male respondents).

Respondent subgroups significantly more likely to support **working to reduce insurance premiums if recommended activities are completed** included:

- ◆ Respondents that have heard of the term *shelter-in-place* (94% versus 79% of respondents that have not heard the term);
- ◆ Respondents that received disaster preparedness training (88% versus 80% of respondents that have not received training);
- ◆ Respondents interested in free disaster training (86% versus 73% of respondents not interested in the free training);
- ◆ Respondents 35 to 54 years old (86% versus 70% of respondents 18 to 34 years old); and Female respondents (88% versus 77% of male respondents).

Respondent subgroups significantly more likely to support **organizing neighbourhood or community workshops to assist people in preparing for disasters** included:

- ◆ Respondents interested in free disaster training (67% versus 40% of respondents not interested in the free training); and
- ◆ Respondents from households that earned \$59,999 or less (74% versus 55% of respondents from households that earned \$100,000 or more in 2010).

Respondent subgroups significantly more likely to support **providing free hazard assessments for residential properties** included:

- ◆ Respondents interested in free disaster training (75% versus 60% of respondents not interested in the free training); and
- ◆ Female respondents (81% versus 62% of male respondents).

Respondent subgroups significantly more likely to support **creating bylaws requiring homeowners or business owners in areas of particular risk to follow specified risk reduction or construction practices** included:

- ◆ Respondents that received disaster preparedness training (66% versus 52% of respondents that have not received training); and
- ◆ Female respondents (67% versus 47% of male respondents).

Respondent subgroups significantly more likely to support **restrict houses from being built or businesses from operating in high risk areas** included:

- ◆ Respondents residing in Sherwood Park (82% versus 69% of respondents residing in rural Strathcona County);
- ◆ Respondents that have heard of the term *shelter-in-place* (89% versus 75% of respondents that have not heard the term);
- ◆ Respondents that have lived in Strathcona County for 10 or more years (81% versus 69% of respondents that have lived in the County for less than 10 years);

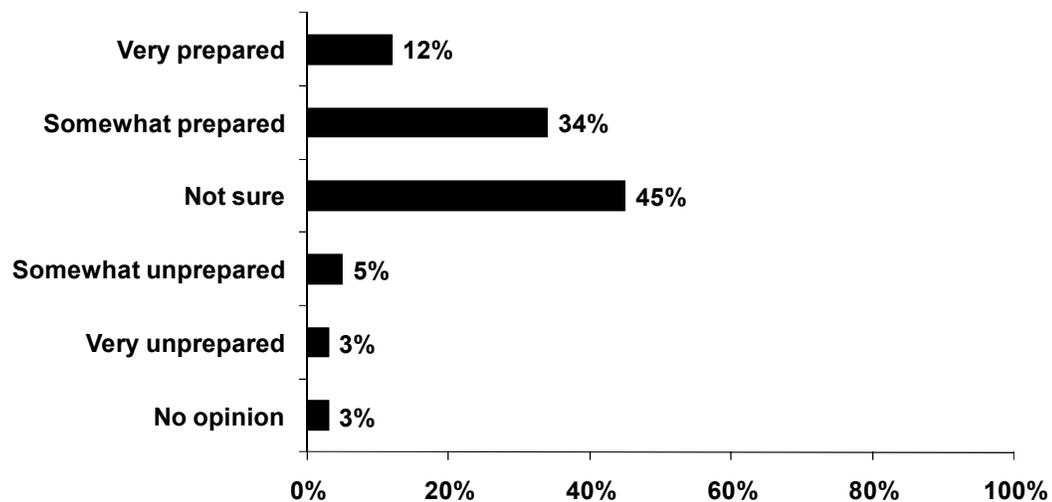
- ◆ Respondents 55 year old and older (83% versus 62% of respondents 18 to 34 years old); and
- ◆ Respondents from households that earned \$59,999 or less (90% versus 73% of respondents that earned \$100,000 or more in 2010).

Female respondents were significantly more likely to support the **provision of Strathcona County Emergency Preparedness Guides to all households and businesses** (92% versus 83% of male respondents).

Respondents were asked how prepared they felt Strathcona County was for major emergencies or disasters. Forty-five percent (45%) felt the County was prepared (4 or 5 out of 5) and another 45% of the County was not sure (3 out of 5) how prepared the County was for a major disaster or emergency. Eight percent (8%) of respondents felt the County was unprepared (1 or 2 out of 5). See Figure 31, below.

Figure 31

How prepared do you feel Strathcona County is for a major emergency or disaster?



n=400

Respondent subgroups significantly more likely to state **Strathcona County was somewhat or very prepared (4 or 5 out of 5) for a major emergency of disaster** included:

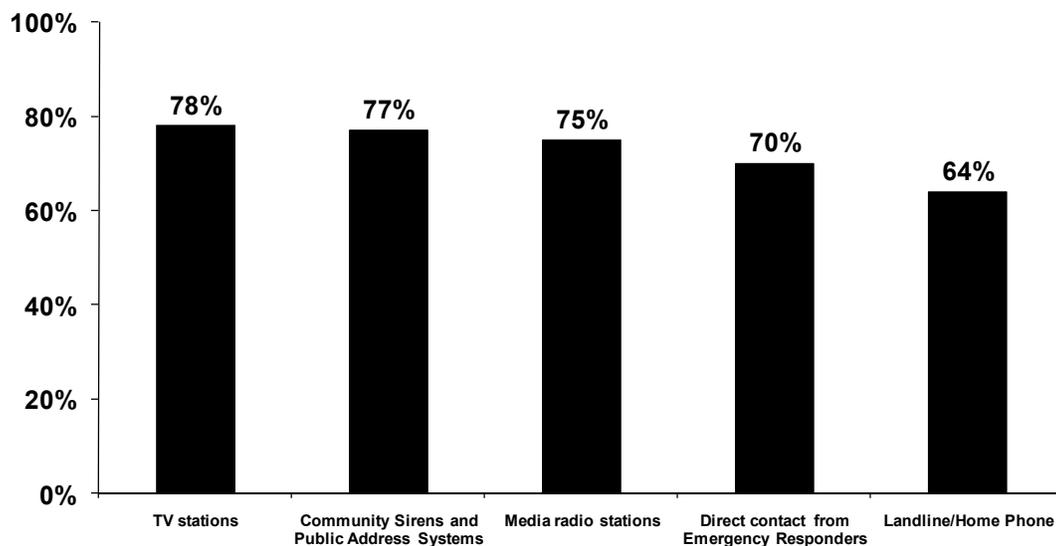
- ◆ Respondents that have lived in Strathcona County for 10 years or more (48% versus 36% of respondents that have lived in the County for less than 10 years); and
- ◆ Respondents 35 to 54 years old and 55 year old and older (47% and 49% versus 16% of respondents 18 to 34 years old).

3.4 Public Emergency Notification During Disasters or Major Emergencies.

Next, respondents were asked how effective they felt different modes of communication were in quickly and effectively communicating critical information to them prior to or during a disaster or major emergency. Respondents most frequently mentioned TV stations (78%), community sirens and public address systems (77%), media radio stations (75%), direct contact from emergency responders (70%) and landline or home phone contact (64%). See Figure 32, below.

Figure 32

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?



n=400

Base: Respondents that provided a rating of 4 or 5 out of 5.

Other frequently mentioned modes of communication included:

- ◆ Cell phone (57%);
- ◆ Dedicated Emergency Management Radio Station (52%); and
- ◆ Weather radio Canada (50%).

Respondent subgroups significantly more likely to indicate **roadway message boards** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Respondents 35 to 54 years old (47% versus 35% of respondents 55 years old and older); and
- ◆ Respondents residing in Sherwood Park (45% versus 34% of respondents residing in Rural Strathcona).

Respondents with household income of \$100,000 or more were significantly more likely to indicate **media radio stations** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency (79% versus 64% of respondents with household income of \$60,000 to \$99,999).

Respondent subgroups significantly more likely to indicate **TV stations** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Female respondents (82% versus 73% of male respondents); and
- ◆ Respondents with household income of \$59,999 or less (88% versus 75% to 76% of respondent with household income of \$60,000 or more).

Respondents with household income of \$59,999 or less were significantly more likely to indicate **dedicated emergency management radio stations** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency (65% versus 50% of respondents with household income of \$100,000 or more).

Respondents 35 to 54 years old were significantly more likely to indicate **email** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency (40% versus 28% of respondents 55 years old and older).

Respondent subgroups significantly more likely to indicate **text / SMS** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Respondents 18 to 34 years old (73% versus 55% to 30% of respondents 35 years old and older);
- ◆ Respondents 35 to 54 years old (55% versus 30% of respondents 55 years old and older);
- ◆ Respondents with household income of \$100,000 or more (50% versus 35% of respondent with household income of \$59,999 or less); and

- ◆ Respondents that work in Strathcona County (58% versus 45% of respondents that work outside the county).

Respondent subgroups significantly more likely to indicate **cell phone** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Respondents 18 to 34 years old (73% versus 49% of respondents 55 years old and older);
- ◆ Respondents 35 to 54 years old (63% versus 49% of respondents 55 years old and older);
- ◆ Respondents with household income of \$100,000 or more (63% versus 49% of respondent with household income of \$59,999 or less); and
- ◆ Respondents that indicated they were interested in free disaster training (60% versus 47% of respondents not interested in free training).

Female respondents were significantly more likely to indicate **landline or home phones** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency (69% versus 60% of male respondents).

Respondent subgroups significantly more likely to indicate **the internet or websites** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Respondents 18 to 34 years old (54% versus 28% of respondents 55 years old and older);
- ◆ Respondents 35 to 54 years old (40% versus 28% of respondents 55 years old and older);
- ◆ Female respondents (44% versus 28% of male respondents);and
- ◆ Respondents that reside in Sherwood Park (39% versus 28% of respondents that reside in Rural Strathcona).

Respondent subgroups significantly more likely to indicate **Weather Radio Canada** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Female respondents (59% versus 41% of male respondents);and
- ◆ Respondents that reside in Sherwood Park (54% versus 40% of respondents that reside in Rural Strathcona).

Respondent subgroups significantly more likely to indicate **community sirens and public address systems** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Female respondents (84% versus 71% of male respondents); and
- ◆ Respondents that reside in Sherwood Park (81% versus 67% of respondents that reside in Rural Strathcona).

Female respondents were significantly more likely to indicate **direct contact from emergency responders (door to door)** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency (76% versus 65% of male respondents).

Respondent subgroups significantly more likely to indicate **social media (e.g. Twitter / Facebook)** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Respondents 18 to 34 years old (35% versus 18% of respondents 55 years old and older);
- ◆ Respondents 35 to 54 years old (40% versus 18% of respondents 55 years old and older); and
- ◆ Female respondents (34% versus 24% of male respondents).

Respondent subgroups significantly more likely to indicate **211 information line** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

- ◆ Female respondents (46% versus 25% of male respondents); and
- ◆ Respondents with household income of \$59,999 or less (46% versus 32% of respondent with household income of \$100,000 or more).

Respondent subgroups significantly more likely to indicate **Strathcona County Information Line** as a quick and effective method of communicating critical information prior to or during a disaster or major emergency included:

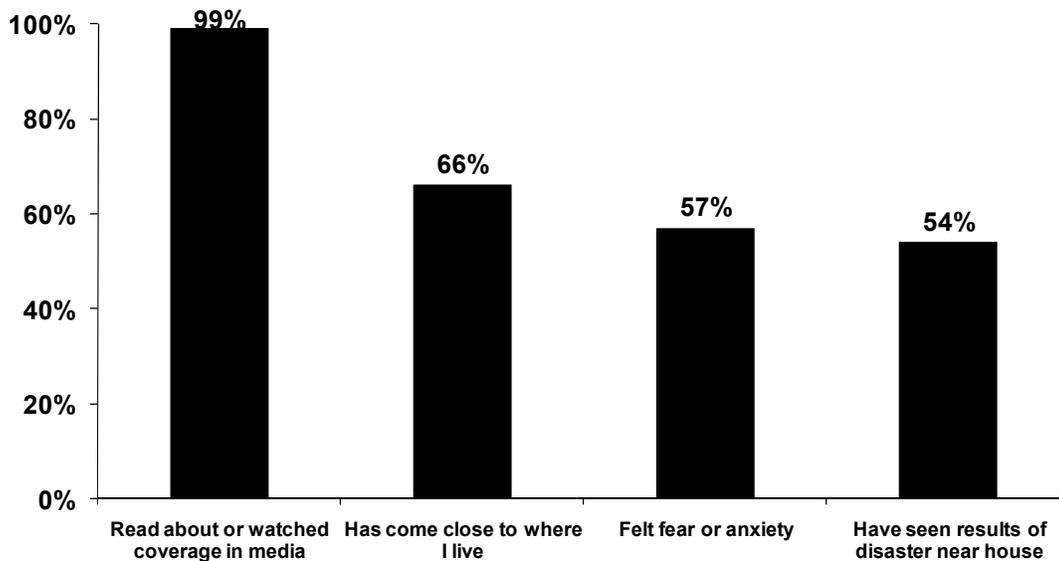
- ◆ Respondents 35 to 54 years old (41% versus 22% of respondents 18 to 54 years old) ; and
- ◆ Female respondents (43% versus 31% of male respondents).

3.5 Residents and Disasters

Respondents were provided with a series of statements regarding experiences with disasters or major emergencies and asked to indicate if each particular experience applied to them personally. The vast majority of respondents reported having read about or watched coverage of disasters or major emergencies in the media (99%). Sixty-six percent (66%) had personally seen disasters or major emergencies close to where they live, while 57% reported feeling fear or anxiety because of a disaster or major emergency. See Figure 33, below and Table 10 on the following page.

Figure 33

Personal Experience with Disasters or Major Emergencies.



n=400

*Respondents that answered "Yes"

Table 10

Personal Experience with Disasters or Major Emergencies			
	Percent of Respondents (n=400)		
	Yes	No	Don't know / not stated
I have read about or watched coverage of disasters or major emergencies in the media (i.e. television, news).	99	1	--
Disasters or major emergencies have occurred close to where I live.	66	34	1
I have felt fear or anxiety because of disasters or major emergency.	57	42	1
I have personally seen the results of a disaster or major emergency near my house.	54	46	--
I have experience or training as an emergency manager or emergency responder.	27	72	2
I do not have any experience with disasters or major emergencies.	26	74	1
Someone close to me has lost their house because of a disaster or major emergency.	24	76	--
I have been placed on evacuation alert because of a disaster or major emergency.	17	83	--
I have experienced discomfort or health problems as a direct result of a disaster or major emergency.	12	88	1
I have been evacuated because of a disaster or major emergency.	12	88	--
I have been asked to shelter-in-place because of a disaster or major emergency.	11	89	--
I have lost my house or other structures on my property because of a disaster or major emergency.	6	95	--

Respondent subgroups significantly more likely to have **been placed on evacuation alert because of a disaster or major emergency** included:

- ◆ Respondents that received disaster preparedness training (25% versus 14% of respondents that had not received training); and
- ◆ Respondents that have lived in Strathcona County for less than 10 years (25% versus 15% of respondents that have lived in the County for more than 10 years).

Respondent subgroups significantly more likely to have **been evacuated because of a disaster or major emergency** included:

- ◆ Respondents that received disaster preparedness training (19% versus 8% of respondents that had not received training).

Respondent subgroups significantly more likely to have **experienced or trained as an emergency manager or emergency responder** included:

- ◆ Respondents that have heard the term *shelter-in-place* (47% versus 21% of respondents that had not heard of the term);
- ◆ Respondents that received disaster preparedness training (58% versus 10% of respondents that had not received training);
- ◆ Respondents 35 to 54 years old (32% versus 14% of respondents 18 to 34 years old); and
- ◆ Male respondents (35% versus 19% of female respondents).

Respondent subgroups significantly more likely to have **been asked to shelter-in-place because of a major disaster or emergency** included:

- ◆ Respondents that have heard the term *shelter-in-place* (21% versus 8% of respondents that had not heard of the term); and
- ◆ Respondents that received disaster preparedness training (17% versus 8% of respondents that had not received training).

Respondent subgroups significantly more likely to have **personally seen the results of a disaster or major emergency near their house** included:

- ◆ Respondents that reside in rural Strathcona (63% versus 51% of respondents that reside in Sherwood Park);
- ◆ Respondents that have lived in Strathcona County for 10 or more years (57% versus 45% of respondents that have lived in the County for less than 10 years); and
- ◆ Respondents 55 years old and older (61% versus 35% of respondents 18 to 34 years old).

Respondents that have heard the term *shelter-in-place* were significantly more likely to have **had disasters or major emergencies occur close to where they live** (77% versus 62% of respondents that had not heard the term).

Respondent subgroups significantly more likely to have **had no experience with disasters or major emergencies** included:

- ◆ Respondents that had not heard the term *shelter-in-place* (28% versus 17% of respondents familiar with the term);
- ◆ Respondents that had not received disaster preparedness training (32% versus 14% of respondents that received training); and
- ◆ Respondents that who have live in Strathcona County for less than 10 years (36% versus 23% of respondents that have lived in the County for 10 or more years).

Female respondents were significantly more likely to have **read about or watched coverage of disasters or major emergencies in the media** (100% versus 98% of male respondents).

Female respondents were significantly more likely to have **felt fear or anxiety because of a disaster or major emergency** (68% versus 46% of male respondents).

Respondents asked if there was anything else they would like to share concerning their views about disasters or major emergencies, including emergency communications or preparedness. Thirty-two percent (32%) of respondents had additional comments, while 68% of respondents had no further comments. Respondents with additional comments (n=126) most frequently mentioned the need for more communication and information about emergency plans (28%) and that everyone should be prepared (12%). See Table 11 below for a list of responses.

Table 11

Is there anything else you would like to share with us concerning your views about disasters or major emergencies, including emergency communications or preparedness?	
Base: respondents that had more to share about disasters or major emergencies.	Percent of Respondents* (n=126)
Need more communication / information / awareness about plans	28
Everyone should be prepared / get training	12
Concerned about emergencies at the refineries	9
Satisfied with the County's preparedness	6
Should have more sirens / immediate warning system	6
Need to have more radio / TV warnings	4
Need to have different emergency plans for man-made disasters	3
Other (2% or less of respondents)	61

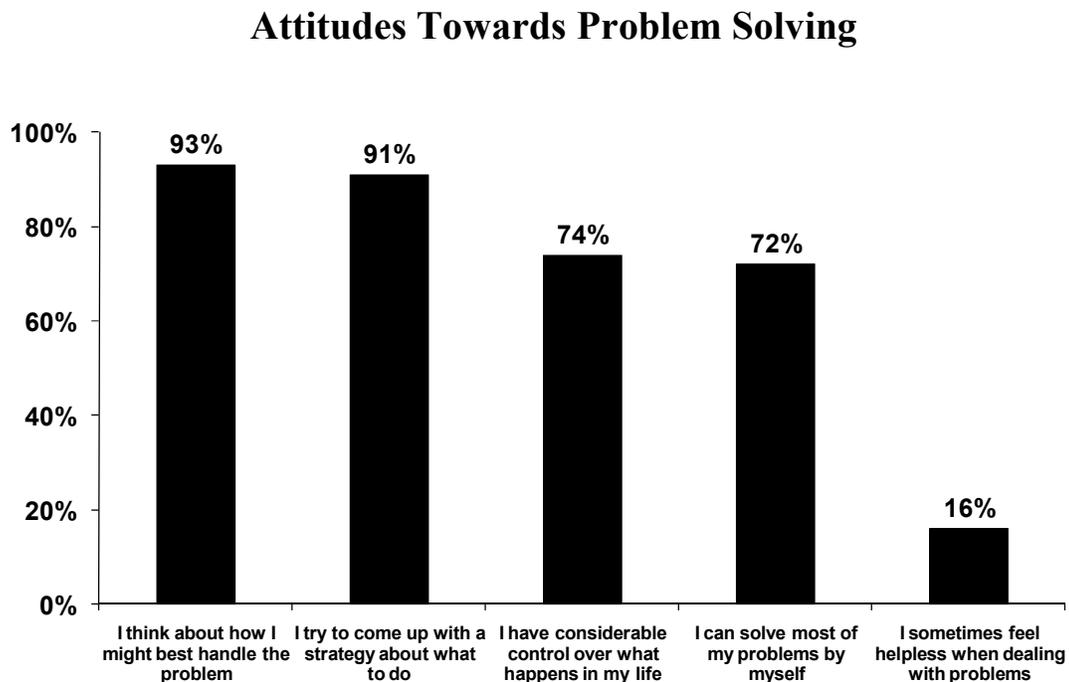
*Multiple responses

3.6 Residents and Their Community

Finally, respondents were asked a series of questions regarding their attitudes towards problem solving and their sense of belonging within their community.

First, respondents were read some general issues and asked to indicate their level of agreement. Ninety-three percent (93%) of respondents agreed (4 or 5 out of 5) that they think about how they might best handle a problem, 91% try to come up with a strategy about what to do, 74% agree they have considerable control over what happens in their lives and 72% of respondents agree they can solve most of their problems by myself. Sixteen percent (16%) agreed that sometimes they feel helpless when dealing with problems. See Figure 34, below and Table 12 on the following page.

Figure 34



n=400

*Respondents that agreed or strongly agreed (4 or 5 out of 5).

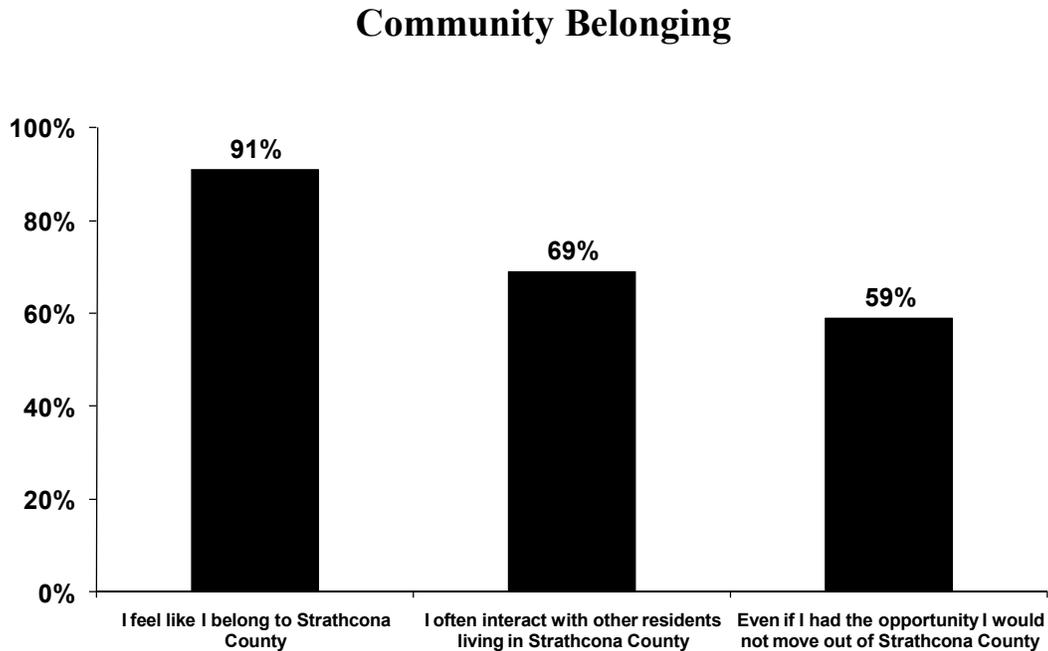
Table 12

Attitudes Towards Problem Solving						
	Percent of Respondents (n=400)					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No opinion
I think about how I might best handle the problem.	1	1	5	51	42	<1
I try to come up with a strategy about what to do.	1	2	7	50	41	--
I have considerable control over what happens in my life.	2	6	18	42	32	1
I can solve most of my problems by myself.	1	7	21	52	20	<1
I sometimes feel helpless when dealing with problems.	27	38	20	13	3	1

Respondents that indicated interest in free disaster training were significantly more likely to agree they **think about how best to personally handle the problem** (95% versus 84% of those that had not interest in free training).

Approximately nine out of ten (91%) of respondents agreed (4 or 5 out of 5) that they feel they belong in Strathcona County, while 69% often interact with other residents living in Strathcona County and 59% would not move out of Strathcona County even if they had the opportunity. Refer to Figure 35, and Table 13, below.

Figure 35



n=400

*Respondents that agreed or strongly agreed (4 or 5 out of 5).

Table 13

Community Belonging						
	Percent of Respondents (n=400)					
	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	No opinion
I feel like I belong in Strathcona County.	1	3	5	36	55	<1
I often interact with other residents living in Strathcona County	4	8	19	30	39	<1
Even if I had the opportunity I would not move out of Strathcona County.	7	14	18	27	32	1

3.7 Respondent Profile

Table 14

Profile of Survey Respondents	
	Percent of Respondents (n=400)
Gender	
Female	50
Male	50
Length of Residence	
One year or less	2
2 to 4 years	9
5 to 9 years	13
10 to 19 years	26
20 or more years	51
Mean number of years	21.28
Age	
18 to 24	2
25 to 34	8
35 to 44	18
45 to 54	26
55 to 64	28
65 years or older	19
Education	
Some grade school or high school	4
High school graduate	19
Some post-secondary	13
College or trades certificate or diploma	31
University or post-graduate certificate, diploma or degree	33
No response	<1
Household Income	
Less than \$20,000	1
\$20,000 to just under \$40,000	7
\$40,000 to just under \$60,000	10
\$60,000 to just under \$80,000	10
\$80,000 to just under \$100,000	12
\$100,000 or great	48
No response	13

Appendix A

Survey Instrument

1. I'd like to read some different types of hazards to you, and for each, I'd like you to tell me how much you feel each of the following could affect you, your household, and your community in the next 5 years. **We will use** a 7 point scale, where 1 means you think there would be no risk, and 7 means you think there would be a great risk.

What about _____? *(Read each item except the no opinion)*

	No Risk						Great Risk	No opinion
	1	2	3	4	5	6	7	9
Wildfires	1	2	3	4	5	6	7	9
Severe Winter Storms	1	2	3	4	5	6	7	9
Severe Summer Storms	1	2	3	4	5	6	7	9
Climate Change	1	2	3	4	5	6	7	9
Drought	1	2	3	4	5	6	7	9
Tornadoes	1	2	3	4	5	6	7	9
Pipeline Chemical Release	1	2	3	4	5	6	7	9
Flooding	1	2	3	4	5	6	7	9
Power Outage	1	2	3	4	5	6	7	9
Rail or Transport Vehicle Chemical Release	1	2	3	4	5	6	7	9
Infectious Disease Outbreak	1	2	3	4	5	6	7	9
Terrorist Act	1	2	3	4	5	6	7	9
Industrial Facility Chemical Release, Fire, or Explosion	1	2	3	4	5	6	7	9
Natural Gas Outage	1	2	3	4	5	6	7	9
Earthquake	1	2	3	4	5	6	7	9

In the next few questions we would 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	7	9
Your household	1	2	3	4	5	6	7	9
Your community	1	2	3	4	5	6	7	9
The natural environment	1	2	3	4	5	6	7	9

3. Using a 7 point scale, where 1 means not at all controllable and 7 means very controllable, to what extent do you think people can control the impact that a disaster or major emergency could have on _____? *(Read each item except no opinion)*

	Not at all controllable						Very Controllable	No opinion
	1	2	3	4	5	6	7	9
Your household	1	2	3	4	5	6	7	9
Your community	1	2	3	4	5	6	7	9
The natural environment	1	2	3	4	5	6	7	9

4. Using a 7 point scale, we'd like to know to what extent you'd be willing to accept the impact of a disaster or major emergency on your household, the community and the natural environment. A score of 1 means not at all acceptable and 7 means completely acceptable. What about _____? *(Read each item except no opinion)*

	Not at all acceptable						Completely acceptable	No opinion
	1	2	3	4	5	6	7	9
Your household	1	2	3	4	5	6	7	9
Your community	1	2	3	4	5	6	7	9
The natural environment	1	2	3	4	5	6	7	9

5. Using a 7 point scale, how much negative emotion (i.e. anger, fear) do you feel when you think about disasters or major emergencies and their impact? A score of 1 means none, while a score of 7 means a high negative emotion. *(Read each item except no opinion)*

(IF ASKED “IMPACT ON WHAT” – PAT RESPONSE – “on you, your family and/or your property)

None
1 2 3 4 5 6 High 7 No opinion 9

6. Using a scale where 1 means not at all likely and 7 means very likely, what is the likelihood that a disaster or major emergency will occur near your community in the next year? ~~would you say~~ *(Do not read the no opinion option)*

Not at all likely
1 2 3 4 5 6 Very likely 7 No opinion 9

SECTION 2: DISASTER/MAJOR EMERGENCY AWARENESS

We are also interested in how familiar you are with disasters or major emergencies.

7. How often have you thought about disasters or major emergencies in the past 12 months? Would you say... *(read each item except not sure)*

Never	Rarely	A few times a year	Once a month	Once a week or more	Not sure
1	2	3	4	5	9

8. How often have you talked about disasters or major emergencies with other people in the past 12 months? Would you say... *(read each item except not sure)*

Never	Rarely	A few times a year	Once a month	Once a week or more	Not sure
1	2	3	4	5	9

9. 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 alerting system?	1	2	9
That Strathcona County has an emergency or disaster plan?	1	2	9
That Strathcona County Emergency Services is responsible for coordinating emergency preparedness and response in Strathcona County?	1	2	9
Of the Strathcona County Emergency Management Agency (SCEMA)?	1	2	9

10. In the past 12 months have you seen or heard any messages encouraging people in your community to be prepared for emergency situations?

- 1. Yes (Ask 10-a)
- 2. No (Skip to Q- 11)

10-a. Did you see or hear this information: (Read list, select all that apply)

- 1. On the radio
- 2. On television
- 3. From the newspaper
- 4. From the internet
- 5. From a relative, friend, or neighbour
- 6. In a brochure or pamphlet
- 7. From a course, presentation, or workshop
- 8. Any other places; Specify: _____
- 9. Don't know / not stated

11. Have you ever heard of the term *Shelter-in-place*?

1. Yes (Ask 11-a)
2. No (Skip to Q- 12)

11-a. Did you see or hear this information: (Read list, select all that apply)

1. On the radio
2. On television
3. From the newspaper
4. From the internet
5. From a relative, friend, or neighbour
6. In a brochure or pamphlet
7. From a course, presentation, or workshop
8. Any other places; Specify: _____
9. Don't know / not stated

SECTION 3: PREPAREDNESS

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

What about _____? Have you (*Read options for each except Does not apply*)

	Done it	Plan to do in the next year	Plan to do in the next 5 years	Had not planned to do	Does not apply
Performing a household risk assessment	1	2	3	4	9
Setting up a support network with family and friends to meet needs during a disaster	1	2	3	4	9
Determining the insurance needs of your household	1	2	3	4	9
Obtaining a copy of the Strathcona County Emergency Preparedness Guide	1	2	3	4	9
Ensuring that you have 72 hours of water stored for your family (4 litres per person per day)	1	2	3	4	9
Developing an effective plan for sheltering in place if requested to do so	1	2	3	4	9
Developing an effective plan for evacuation if requested to do so	1	2	3	4	9
Ensuring that you have 72 hours of non-perishable food to meet your household needs	1	2	3	4	9
Becoming involved in community groups, volunteering, or other activities to improve networking in your community	1	2	3	4	9
Preparing a "go bag" for evacuation or going to an emergency shelter including special items required for small children, pets, health conditions, or other special considerations	1	2	3	4	9
Ensuring that people outside of your household who depend on you are prepared for a disaster	1	2	3	4	9
Making sure that everyone in your household can receive, understand, and act on information received in an emergency	1	2	3	4	9
Preparing to meet basic needs during an electrical outage	1	2	3	4	9
Developing a plan for pets, livestock, or other animals in your care during a disaster	1	2	3	4	9
Preparing your household to handle emergencies without outside assistance for 72 hours	1	2	3	4	9
Training in CPR and first aid to deal with medical emergencies while waiting for first responders	1	2	3	4	9
Ensuring familiarity with the emergency plans at your childrens' school/s	1	2	3	4	9

13. There are different activities that people might do to their home to prevent or control the impact of disasters or major emergencies. Thinking about the activities we discussed in the previous question, I'd like to read some general statements to you, and for each, please tell me to what extent you agree or disagree with each, on a scale of 1 to 5, where 1 means strongly disagree, and 5 means strongly agree.

How strongly do you agree that:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No opinion
I need more information before I can complete some of these activities.	1	2	3	4	5	9
If I made all or some of the suggested changes, my family or neighbours would like it.	1	2	3	4	5	9
It would be difficult to find the money to make some of these changes or complete some of these activities.	1	2	3	4	5	9
Implementing these activities is a priority for me.	1	2	3	4	5	9
For physical reasons I am unable to complete some of the activities without assistance.	1	2	3	4	5	9
I do not have the skills or expertise to complete some of the recommended activities.	1	2	3	4	5	9
It is too difficult or complicated to complete activities which would protect my household from every type of potential disasters.	1	2	3	4	5	9
I do not consider the threat of disaster significant enough to warrant some of the activities.	1	2	3	4	5	9
Preparing for disasters will significantly reduce the negative impacts to my household should a disaster occur.	1	2	3	4	5	9
Disasters are too destructive to bother preparing for.	1	2	3	4	5	9
It is important to prepare because people should be self sufficient during a disaster	1	2	3	4	5	9

14. I'd now like to ask you about emergency preparedness in your workplace. Do you work:

1. Some place in Strathcona County,
2. Some place outside Strathcona County, or
3. Are you not currently employed – GO TO Q.17

15. How many people work in your workplace?

Less than 10	10-100	101-250	250-999	More than 1000	Not sure
1	2	3	4	5	9

16. I am going to read some general statements to you about your workplace.

	Yes	No	Not sure
My workplace has a disaster or emergency plan.	1	2	9
My workplace has a shelter in place plan.	1	2	9
My workplace has stored water, food, and emergency supplies if shelter in place is required.	1	2	9
My workplace has had an emergency plan drill in the past 12 months.	1	2	9

17. Now I would like to know who you feel is responsible for emergency preparedness. 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 from a major emergency or disaster?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No opinion
Myself and my household members	1	2	3	4	5	9
Strathcona County Emergency Services	1	2	3	4	5	9
Municipal government	1	2	3	4	5	9
Provincial government	1	2	3	4	5	9
Federal government	1	2	3	4	5	9

18. On a scale of 1 to 5, where 1 is very unlikely and 5 is very likely, 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

19. 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

20. Have you received information or training on disaster or emergency preparedness?

1. Yes – Ask Q20a and 20b
2. No – Skip to Q- 21
9. Not Sure – Skip to Q.21

Q-20a. Who provided the information or training? Was it *(Read list, select all that apply)*

1. An online or internet resource
2. Strathcona County Emergency Services (fire department)
3. Private contractor
4. Provincial government
5. Federal government
6. A non-profit organization
7. Someone else *(please indicate)* _____
9. Don't remember

Q-20b. Have you completed any of the suggestions made by the information or training provided?

1. Yes
2. No

21. Would you or a member of your household be interested in free disaster or emergency preparedness training?

1. Yes - Ask Q-21a
2. No – Skip to Q- 22

Q-21a. Select the training types which would be best for you: *(Read list, circle all that apply)*

1. Online (internet) training
2. Emailed information
3. Brochures or pamphlets
4. Community workshops
5. Courses (in a classroom)
6. Presentations by subject matter experts
7. Open houses hosted by response agencies
8. Anything else; Specify; _____

22. There are different strategies that Strathcona County could adopt to reduce the potential impacts of disasters. I'd like to read some options to you, and for each, I'd like you to tell me to what extent you support or oppose the option, on a scale of 1 to 5, where 1 is strongly oppose and 5 is strongly support.

	Strongly oppose	Somewhat oppose	Neutral	Somewhat support	Strongly support	No opinion
Educate residents about ways to prepare their household for disasters.	1	2	3	4	5	9
Create bylaws requiring homeowners or business owners in areas of particular risk to follow specified risk reduction or construction practices.	1	2	3	4	5	9
Work to reduce insurance premiums if recommended activities are completed.	1	2	3	4	5	9
Organize neighbourhood or community workshops to assist people in preparing for disasters.	1	2	3	4	5	9
Provide free hazard assessments for residential properties	1	2	3	4	5	9
Implement a more comprehensive public emergency alerting system	1	2	3	4	5	9
Restrict houses from being built or businesses from operating in high risk areas	1	2	3	4	5	9
Provide Strathcona County Emergency Preparedness Guides to all households and businesses	1	2	3	4	5	9

23. How prepared do you feel Strathcona County is 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

24. During a disaster or major 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.

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
Roadway Message Boards	1	2	3	4	5	9
Media Radio Stations	1	2	3	4	5	9
TV Stations	1	2	3	4	5	9
Dedicated Emergency Management Radio Station (for emergency use only)	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
Weather radio Canada	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 (eg. Twitter/Facebook)	1	2	3	4	5	9
211 Information Line	1	2	3	4	5	9
Strathcona County Information Line	1	2	3	4	5	9
NRCAER (define?) Update Line	1	2	3	4	5	9

SECTION 5: YOU AND DISASTERS

25. We are also interested in your personal experiences with disasters or major emergencies. I'd like to read some scenarios to you, and for each, please tell me whether these apply to you.

I have read about or watched coverage of disasters or major emergencies in the media (i.e. television, news).	Yes	No
I have felt fear or anxiety because of a disaster or major emergency.	Yes	No
I have experienced discomfort or health problems as a direct result of a disaster or major emergency.	Yes	No
I have been placed on evacuation alert because of a disaster or major emergency.	Yes	No
I have been evacuated because of a disaster or major emergency.	Yes	No
I have experience or training as an emergency manager or emergency responder.	Yes	No
I have been asked to shelter in place because of a disaster or major emergency.	Yes	No
I have lost my house or other structures on my property because of a disaster or major emergency.	Yes	No
Someone close to me has lost their house because of a disaster or major emergency.	Yes	No
I have personally seen the results of a disaster or major emergency near my house.	Yes	No
Disasters or major emergencies have occurred close to where I live.	Yes	No
I do not have any experience with disasters or major emergencies.	Yes	No

26. Is there anything else you would like to share with us concerning your views about disasters or major emergencies, including emergency communications or preparedness?

SECTION 6: YOU AND YOUR COMMUNITY

Finally we would like to ask a few questions about you to help determine if there are connections between peoples’ characteristics and their opinions. This information will be kept confidential.

27. Many people encounter issues and problems in everyday life. I’m going to read some general issues to you, and for each, please indicate your level of agreement on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree. How strongly do you agree that...? (read each statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No opinion
I have considerable control over what happens in my life.	1	2	3	4	5	9
I can solve most of my problems by myself.	1	2	3	4	5	9
I sometimes feel helpless when dealing with problems.	1	2	3	4	5	9
I try to come up with a strategy about what to do.	1	2	3	4	5	9
I think about how I might best handle the problem.	1	2	3	4	5	9

28. On a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree please indicate your level of agreement with each of the following statements. How strongly do you agree that...? (read each statement)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No opinion
I often interact with other residents living in Strathcona County	1	2	3	4	5	9
I feel like I belong in Strathcona County.	1	2	3	4	5	9
Even if I had the opportunity I would not move out of Strathcona County.	1	2	3	4	5	9

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

_____ years (if less than one, put 0)

30. 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

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

32. Please indicate your highest level of education. Is it...? (read list)

- 1 Some grade school or high school education
- 2 High school graduate
- 3 Some post-secondary education
- 4 College or trades certificate or diploma
- 5 University or post-graduate certificate, diploma or degree
- 9 No answer

33. Which category best describes your total household income before tax in 2010? Is it...? (read list)

- 1 Less than \$20,000
- 2 \$20,000 to just under \$40,000
- 3 \$40,000 to just under \$60,000
- 4 \$60,000 to just under \$80,000
- 5 \$80,000 to just under \$100,000
- 6 \$100,000 or greater
- 9 No answer

34. Could I please 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.

DO NOT READ: Phone #: _____