

# LGA STUDY BRIEF

## ABOUT THE BENCHMARKING SURVEY

In September, the team of WSP launched a Bench Marking survey (BMS) for the Studies of La Grande Alliance (LGA). The survey was part of the consultation process for phases II and III and serves to benchmark the level of awareness and engagement of the population on the LGA. This Benchmarking Survey was conducted at the beginning of the study and will be done at the midway point and the end of the study.

The target audience for BMS was Eeyoutch living on and off reserve, yet it remained open to any persons interested in the LGA. The sample is a non-probable sample\*, and it is not to be generalized to represent the whole Eeyou population. The survey was conducted through an online platform that was 1) promoted through the social media page of the LGA, 2) interviews conducted by the Community Information Officers (CIOs), and 3) direct email and inbox sent by the Community Information Officers. A total of 294 people participated in the survey.

The goal of the engagement and consultation team for the LGA study is to Inform and engage the general population while creating an informed population on the LGA study and the various aspects of the potential infrastructure development.

If you have any questions or comments on the Bench Marking Survey, or the engagement process please feel to contact either of the Liaison Officers or your local Cree Information Officer (CIO).

*\*Non-probable: a sampling method in which not all members of the population have an equal chance of participating in the study, unlike probability sampling.*

## REPRESENTATION

The age groups consist of 5 categories: 18-25, 26-35, 36-50, 51-65 and 66+. The estimated representation by age can be said to be represented by primarily the working population. The representation by gender was 50.6% female, 47.4% male and 2% non-binary, resulting in what can be said to be gender equal representation.

AGE	18-25	26-35	36-50	51-65	66+
PERCENT	11.34%	17.73%	40.41%	21.51%	9.01%

Two firms have been hired by the CDC to conduct the studies for the LGA. Each firm has an Eeyou Liaison Officer:

### PHASE 1 - FEASIBILITY STUDY

Vision Eeyou Istchee Consortium

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### PHASES 2 & 3 – PRE-FEASIBILITY STUDY

WSP & Maamuu Consultants

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## AWARENESS LEVEL OF THE LGA

### Have you heard of the La Grande Alliance (LGA)?

This question was to determine what percentage of the participants have heard of the LGA. A good percentage (91%) of the respondents have heard of the LGA, while 8% have not heard of the LGA and another 8% are not sure if they heard of it.

Response	Number	Percent
No, I have never heard of it	24	8.16%
Maybe, I'm not sure	24	8.16%
Yes, I think I have heard something	87	29.59%
Yes, on radio or internet	90	30.61%
Yes, during a public meeting	69	23.47%
Yes, from another source	22	7.48%
<b>TOTAL</b>	<b>294</b>	<b>100%</b>

### Do you know what the La Grande Alliance (LGA) is about?

To determine the level of understanding on the LGA, participants were asked if they knew what the it is about. 50% reported to having a 'general idea' to 'being well informed' on the LGA, while 31% reported having 'somewhat of an idea' of what it is about. Under 19% 'do not understand' or 'have never heard' of it.

## ENGAGEMENT LEVEL

### Have you participated to the LGA engagement and consultation process?

To determine if people are interested in participating in the engagement and consultation process, participants were asked if they had a chance to participate in the engagements and consultations. Most of the participants (86.4%) have not participated, which is to be expected as it's just been launched. 54% of the participants are interested in participating in some form, while 26% are still 'not sure' if they do want to partake in any engagement. 5% of the participants expressed having 'no interest' in participating.

Response	Number	Percent
Yes, and I appreciated my participation	18	6.12%
Yes, and I have more to share	15	5.1%
No, and I would like to contribute	159	54.08%
No, and I am not sure I want to contribute	79	26.87%
No, and I don't want to contribute	16	5.44%
Other	7	2.38%
<b>TOTAL</b>	<b>294</b>	<b>100%</b>

➤ The Study Briefs are periodical publications that highlight key findings and present key questions that can provide Eeyou perspective to the pre-feasibility study for the LGA.