



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada

NATIONAL POLLUTANT RELEASE INVENTORY SURVEY OF DATA USERS 2019

Conducted by EKOS
Research Associates for
Environment and Climate
Change Canada

February 25, 2020



Canada 

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OBJECTIVES OF THE SURVEY

- Validate or improve the collection of publicly available NPRI data products,
- Evaluate data users' level of satisfaction with the web content,
- Improve linkages between other datasets, and
- Validate data users' interest for training opportunities

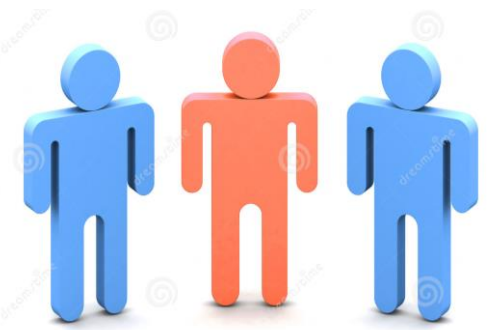


METHODOLOGY

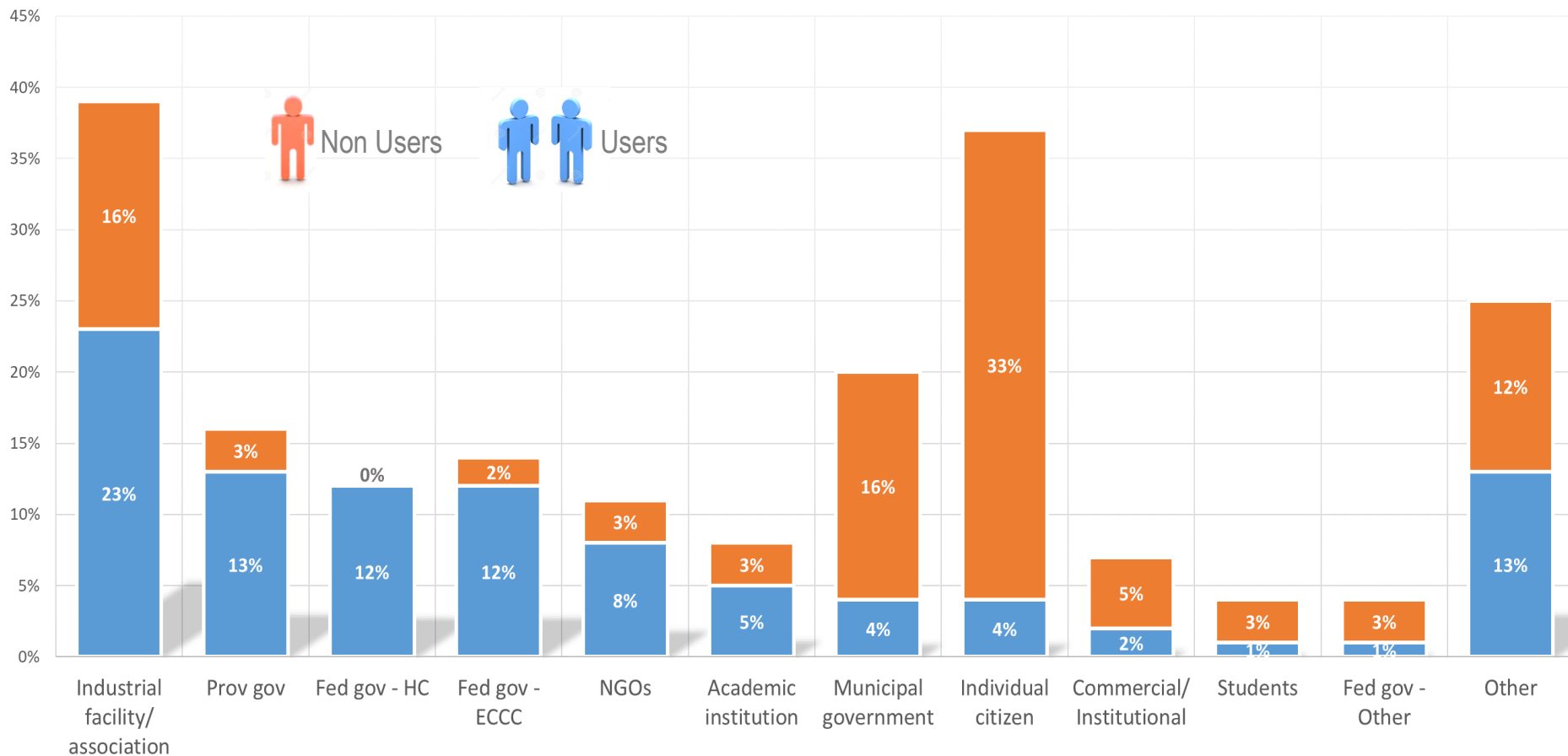
- 182 responses from
 - List of known data users (67)
 - Open source link used posted on social media and the NPRI website on Canada.ca (pop up box) (115)
- Between mid-July and mid-August, 2019
- 14 follow-up interviews conducted late August
 - \$75 incentive was offered



DEMOGRAPHICS



- 1/3 of respondents were not users of the NPRI

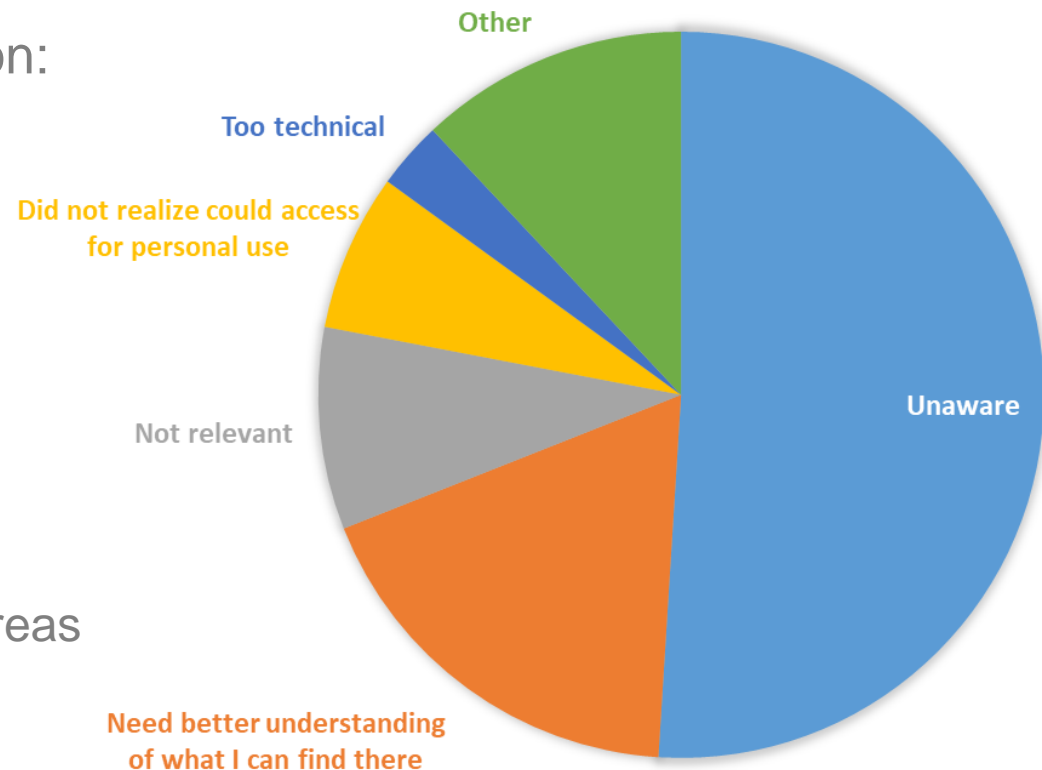


NON USERS



- Strong majority believes the NPRI could be of benefit to them
- Interest in guidance/information:
 - Step-by step guides (62%)
 - Example study cases (52%)
 - Video tutorials (48%),
 - Live webinar training (40%)
- Topic/areas of interest:
 - background about the NPRI
 - how to use the NPRI
 - understanding pollutants in areas of interest
 - visual, interactive maps

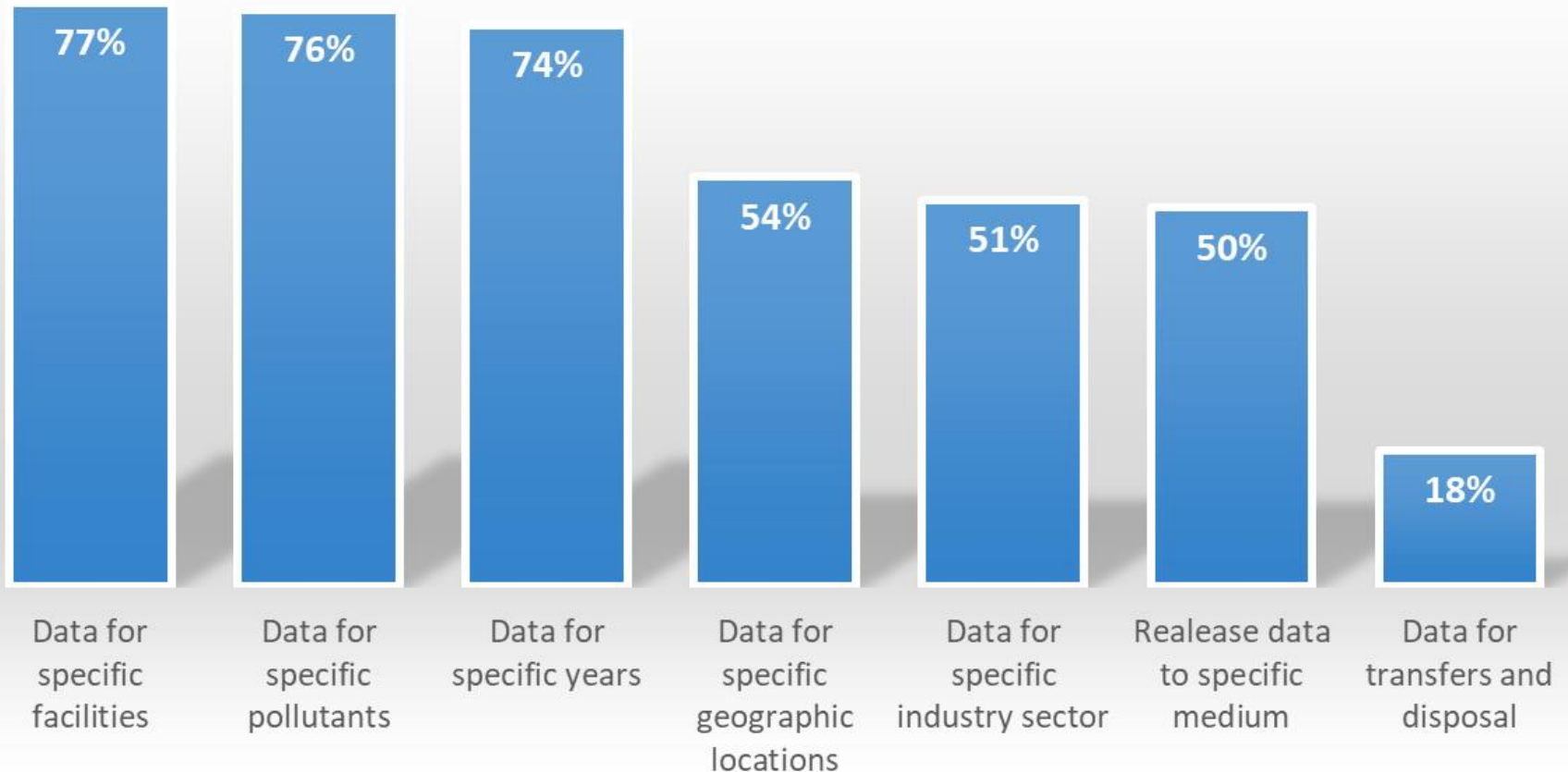
WHY HAVEN'T YOU USED NPRI DATA IN THE PAST?



PURPOSE OF USING THE DATA



- In the past year, what type of data have you accessed?

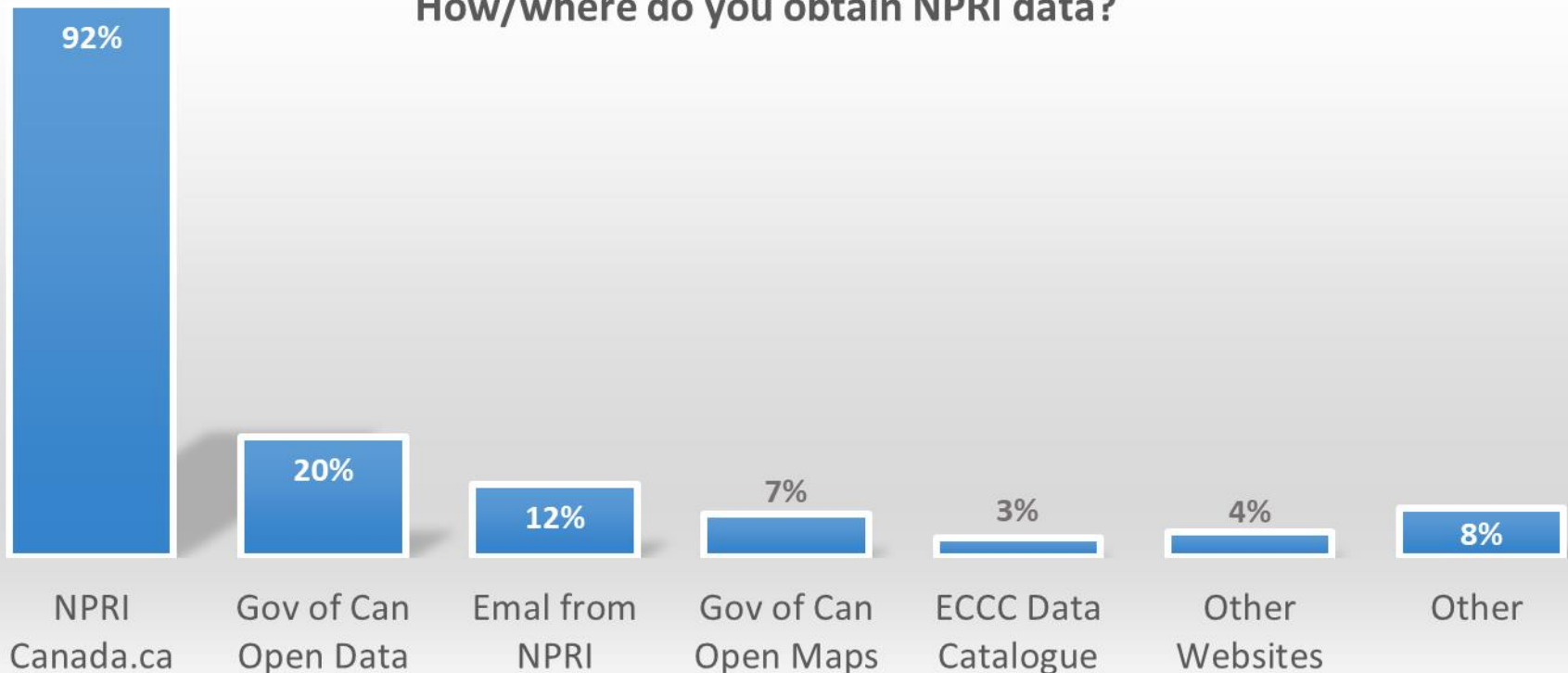


PURPOSE OF USING THE DATA



- Only 4% use it exclusively for personal applications

How/where do you obtain NPRI data?



PURPOSE OF USING THE DATA



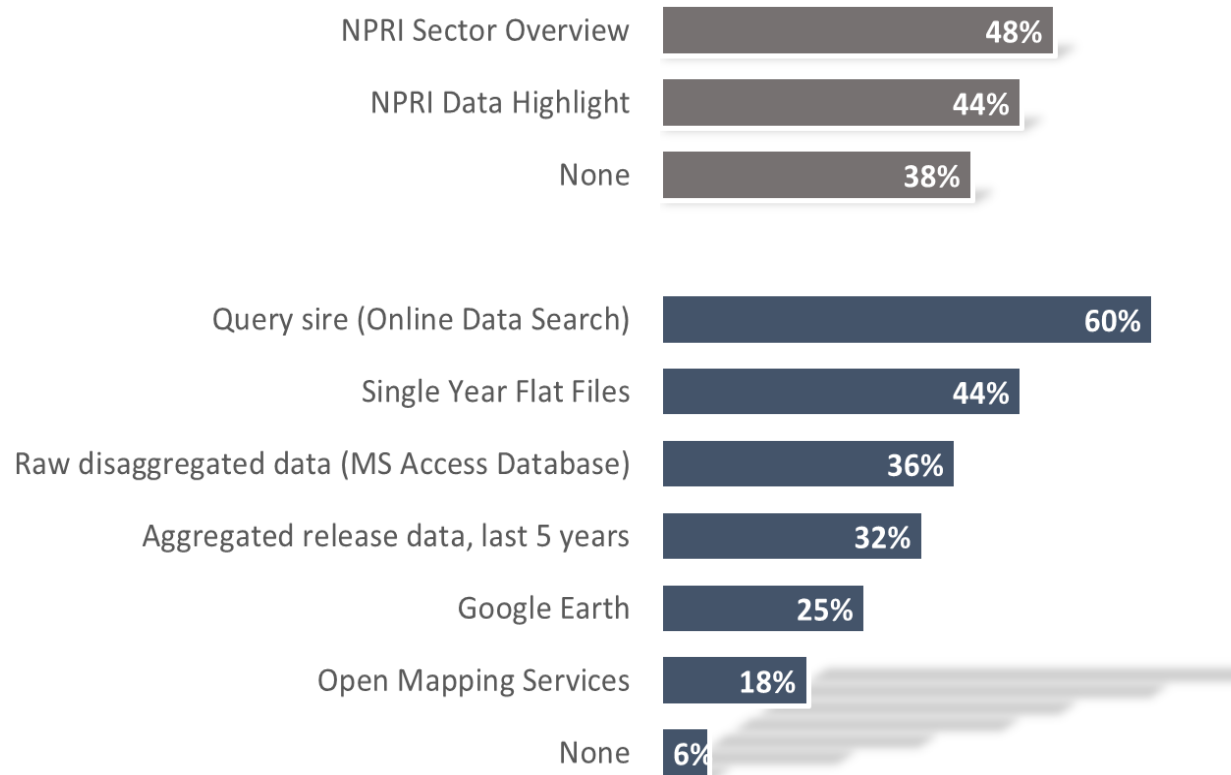
What was your purpose for using the NPRI data?



NPRI PRODUCTS

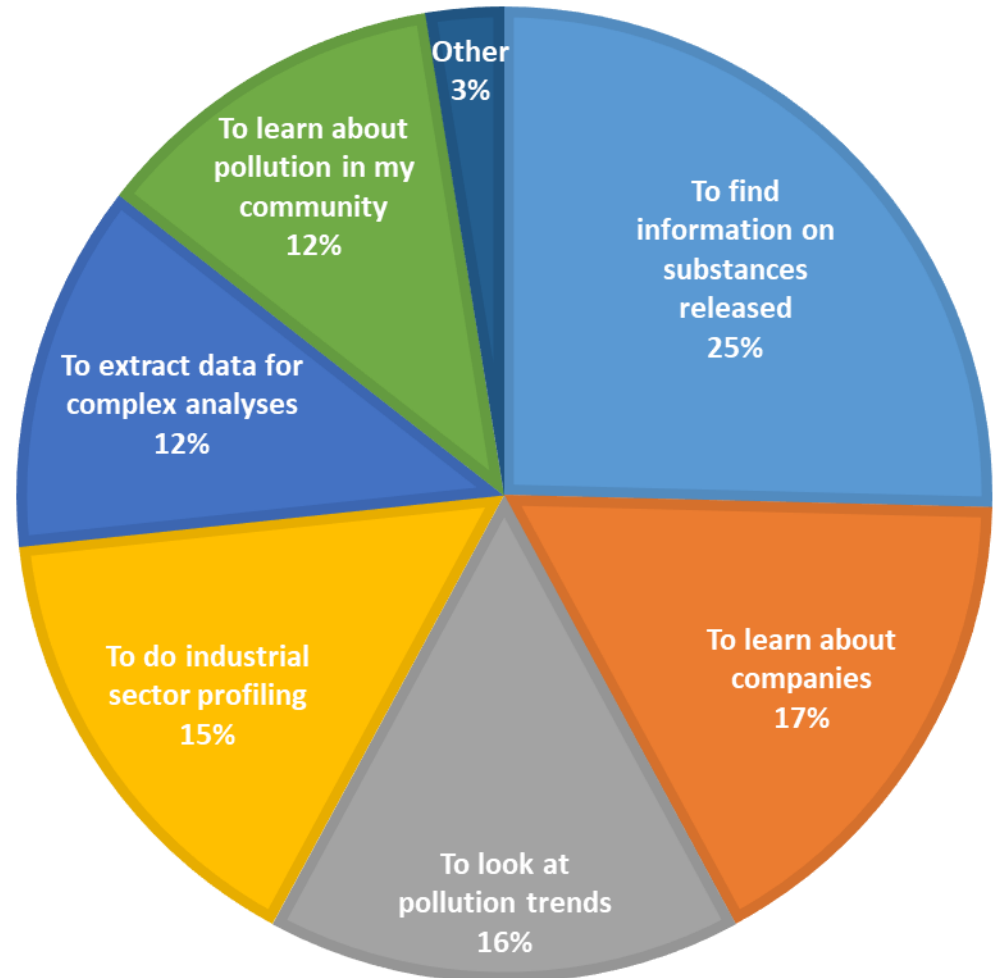
- Users unanimously use a laptop or desktop computer, rather than a mobile device to access the products
- A handful also rely on a mobile device for access or use

Have you used any of the following NPRI data products/information products?

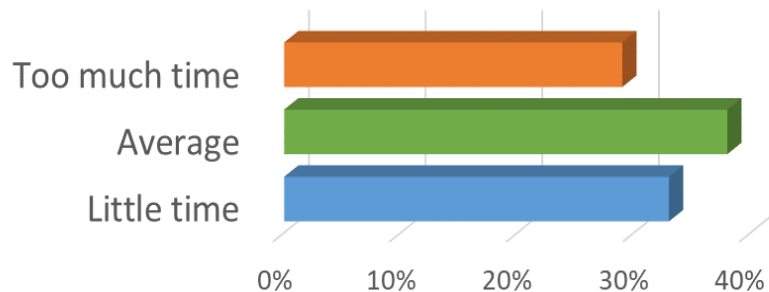


QUERY SITE

FOR WHAT PURPOSE DO YOU USE THE ONLINE DATA SEARCH TOOL?

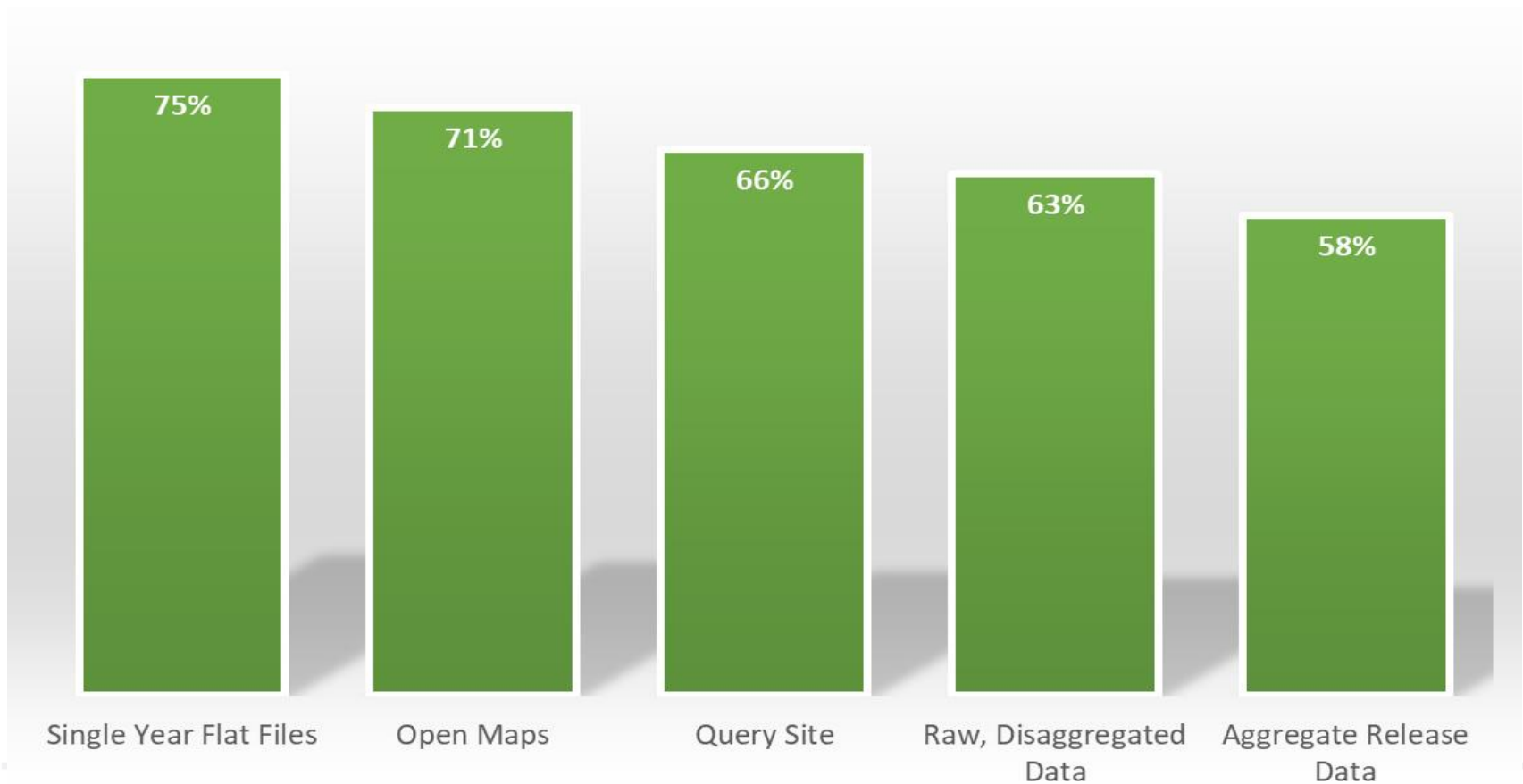


How would you rate the time it takes to obtain the information that you are looking for?



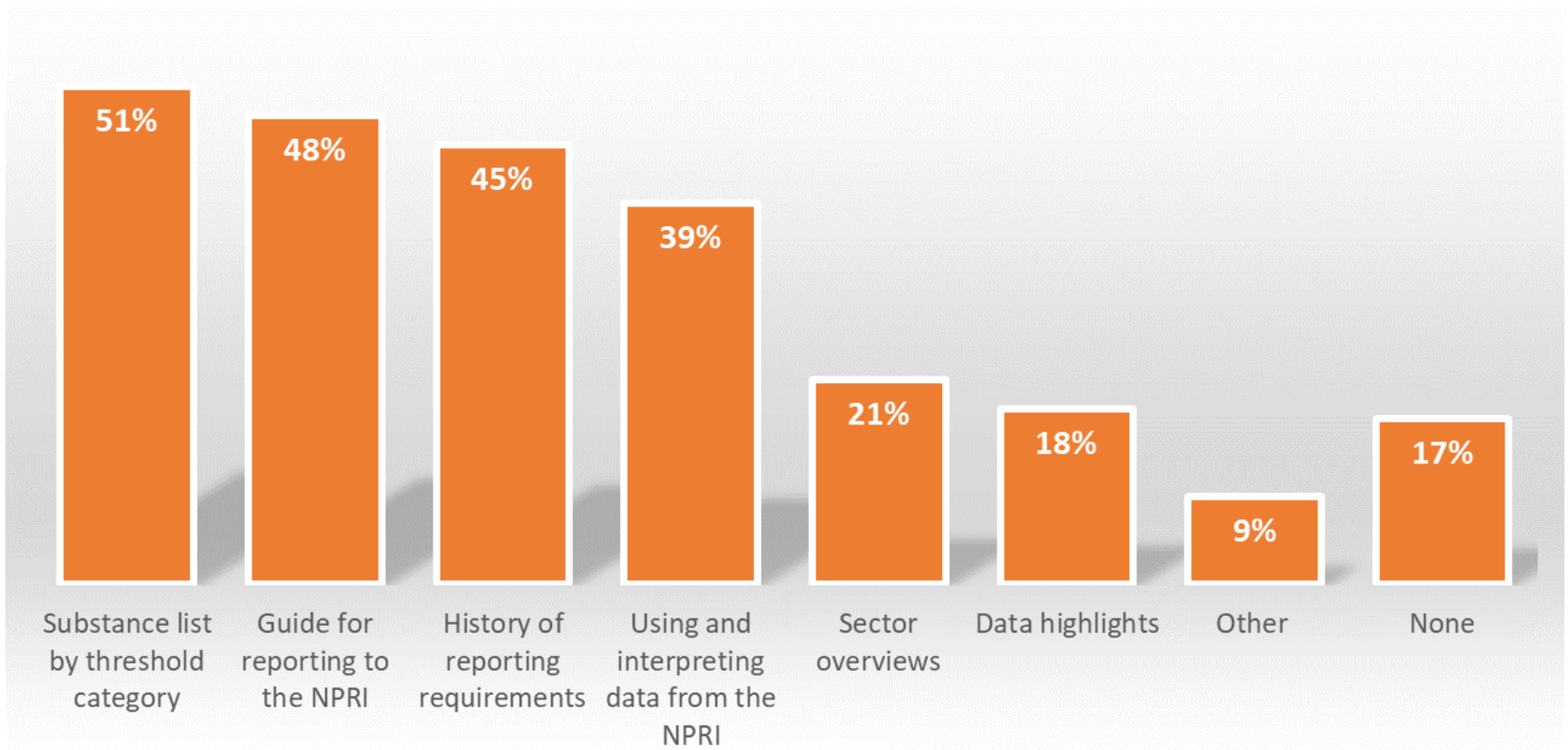
SATISFACTION LEVELS

Level of satisfied users of these data products



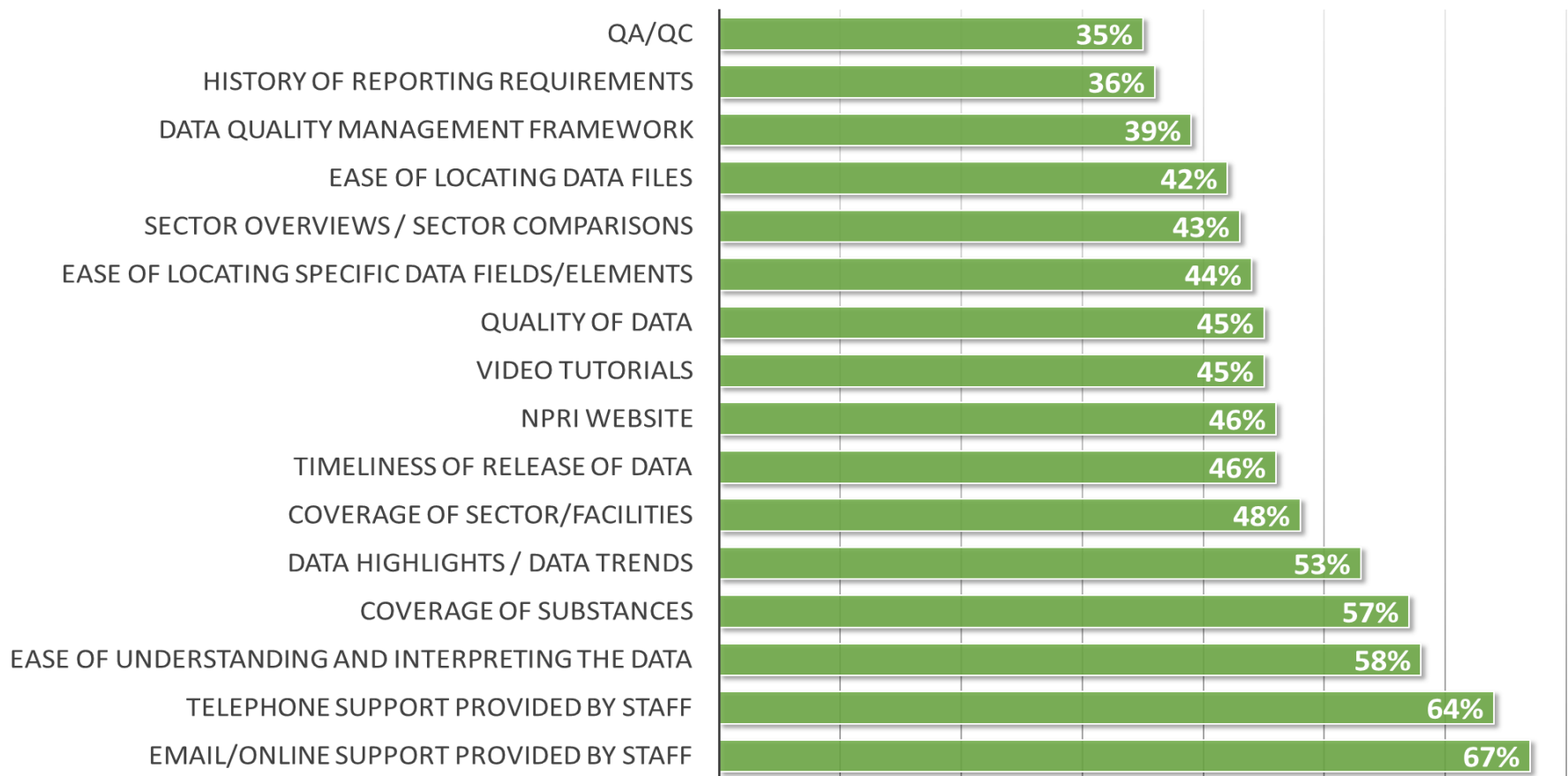
INTERPRETIVE TOOLS

What tools do you use to help you interpret the data?

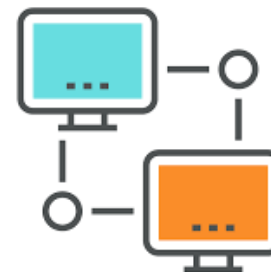


GENERAL SATISFACTION

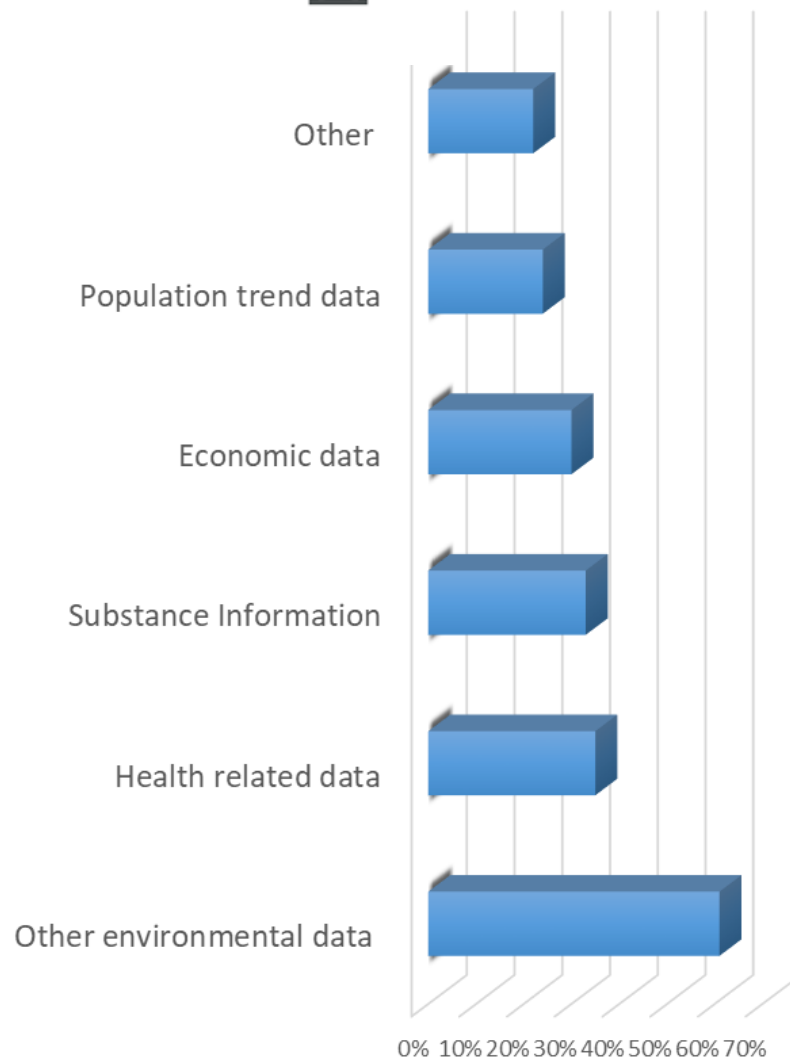
- Levels of satisfied users with a number of aspects of the NPRI and support services:



COMBINING DATA

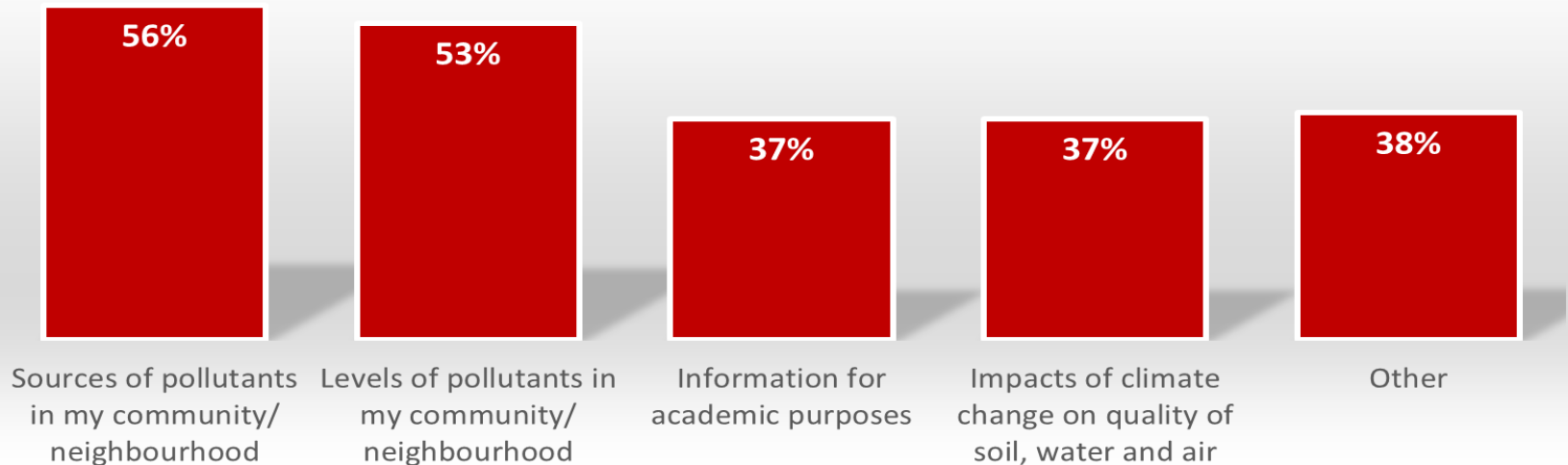


- 62% combine NPRI data with other datasets
- About 60% indicated satisfaction with the ability to
 - compare within a sector, within or between regions, and substances
- About half of those who combine the NPRI with other databases said they use other sources to provide context to NPRI data
 - information about toxicity, fate, and transportation properties of NPRI substances

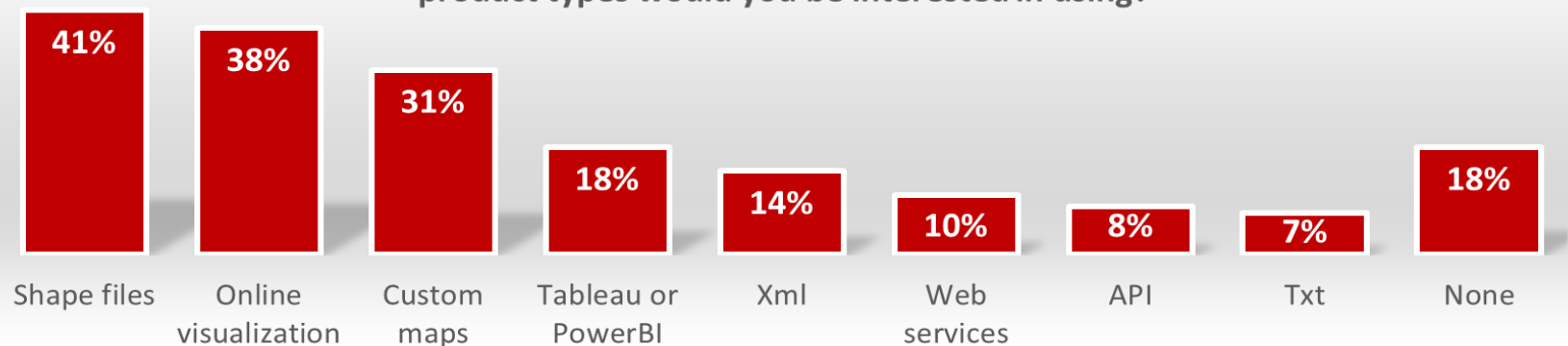


FUTURE NEEDS

What would you be most likely to use NPRI data for in the future?



If NPRI were to expand to other types of data offerings, what data formats or product types would you be interested in using?



FUTURE NEEDS

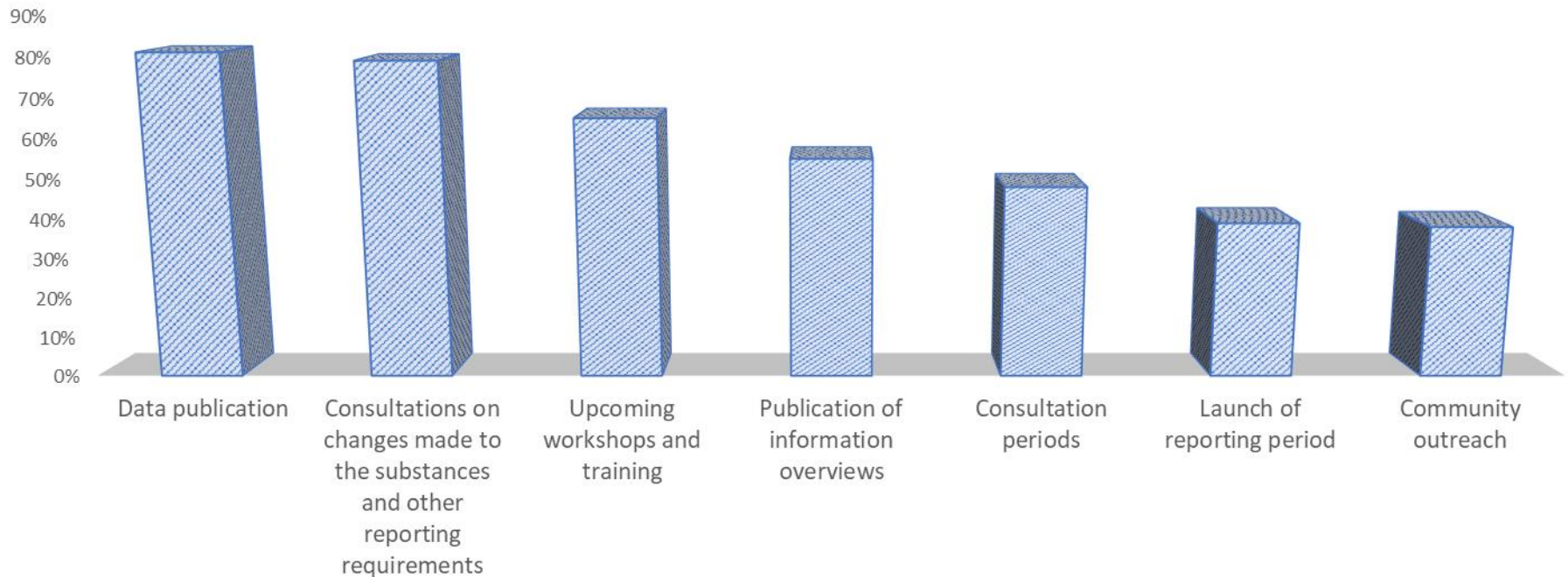


- Export more data into maps or other visual formats to improve access
 - Expansion in the available data on air emissions, or suggested the inclusion of 'air sheds' and 'air zones' as searchable areas on maps
 - Satisfaction levels are 60% and above and interviewers confirmed they are content with the existing formats available to access NPRI data
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COMMUNICATING UPDATES ABOUT NPRI

- By far, email is seen as the best way to reach out to the community of NPRI users about updates (84%)

WHAT UPDATES WOULD YOU BE INTERESTED IN RECEIVING?





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COMPLETE REPORT:

http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/poref/environment_climate_change/2020/021-19-e/index.html

SUMMARY

http://epe.lac-bac.gc.ca/100/200/301/pwgsc-tpsgc/poref/environment_climate_change/2020/021-19-e/summary/index.html

QUESTIONS?