

Background

As part of a broader vision of economic growth and sustainable development, Saskatchewan Environment (SE) has developed an updated policy framework that includes policies and regulations around wild fire prevention and response. The goal of this survey is to gather information that will assist in managing those policies and associated regulations.

Methodology

Computer assisted telephone interviews were conducted with a randomly selected sample of Saskatchewan residents aged 18 or over.

The sample was stratified geographically to provide coverage of areas of the province of interest to SE. The province was first divided into north and south parts along a south line running from near Lloydminster in the west to near Kamsack in the east. A total of 718 interviews were completed, 411 in the north and 307 in the south.

The northern portion of the sample was then subdivided with a line approximating the northern limit of surveyed land covering rural municipalities, which yielded a far north area and an intermediate parkland area between the Far North and South portions. This parkland area was further subdivided into three areas of analytic interest within this part of the province, described as the North West, North Central, and North East.

The report focuses on comparing survey results among the five resulting sample strata, which include:

1. **Far North;**
2. **North West**, between the south line and the surveyed line from the Alberta border to the west side of Prince Albert National Park;
3. **North Central**, between the south line and survey line between the north west portion and a north-south line running about through Tobin Lake;
4. **North East**, between the south line and survey line from the north central area and the Manitoba border; and
5. **South.**

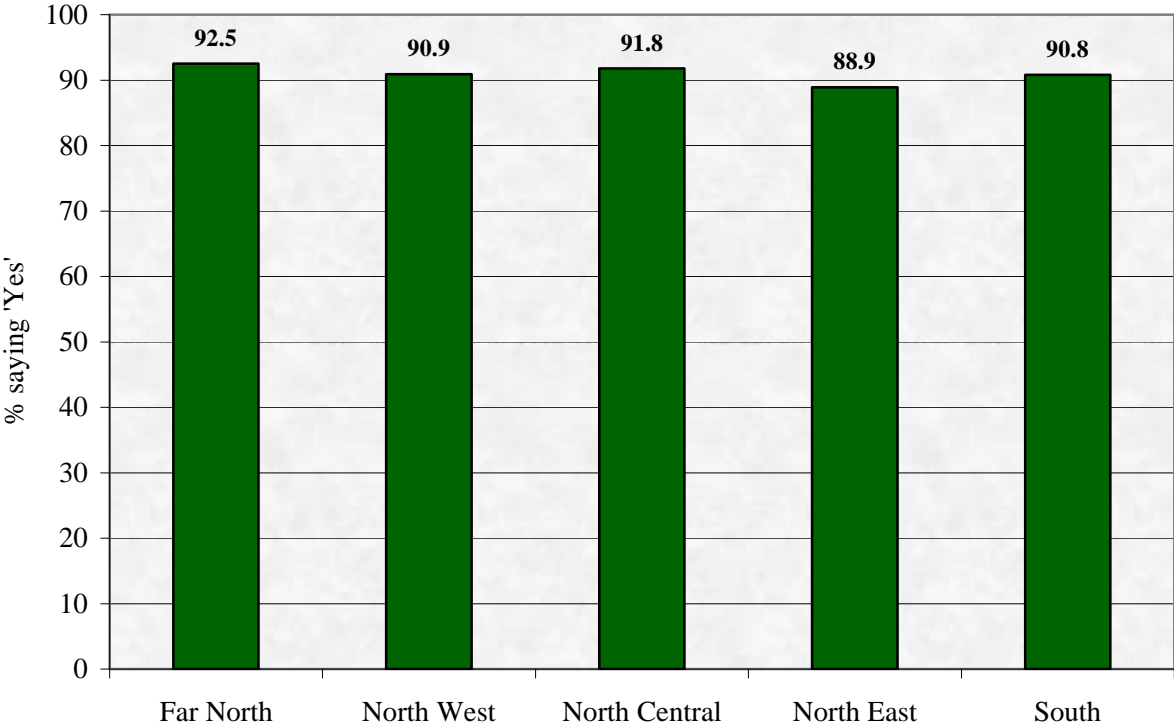
Survey Results

SECTION A: Recreational Use

A1. During the course of a year, do you build campfires?

A very large proportion of respondents, virtually the same across all strata, builds campfires during the year (chart below). (These respondents were asked the remaining questions in Section A.)

A1. During the course of a year, do you build campfires?

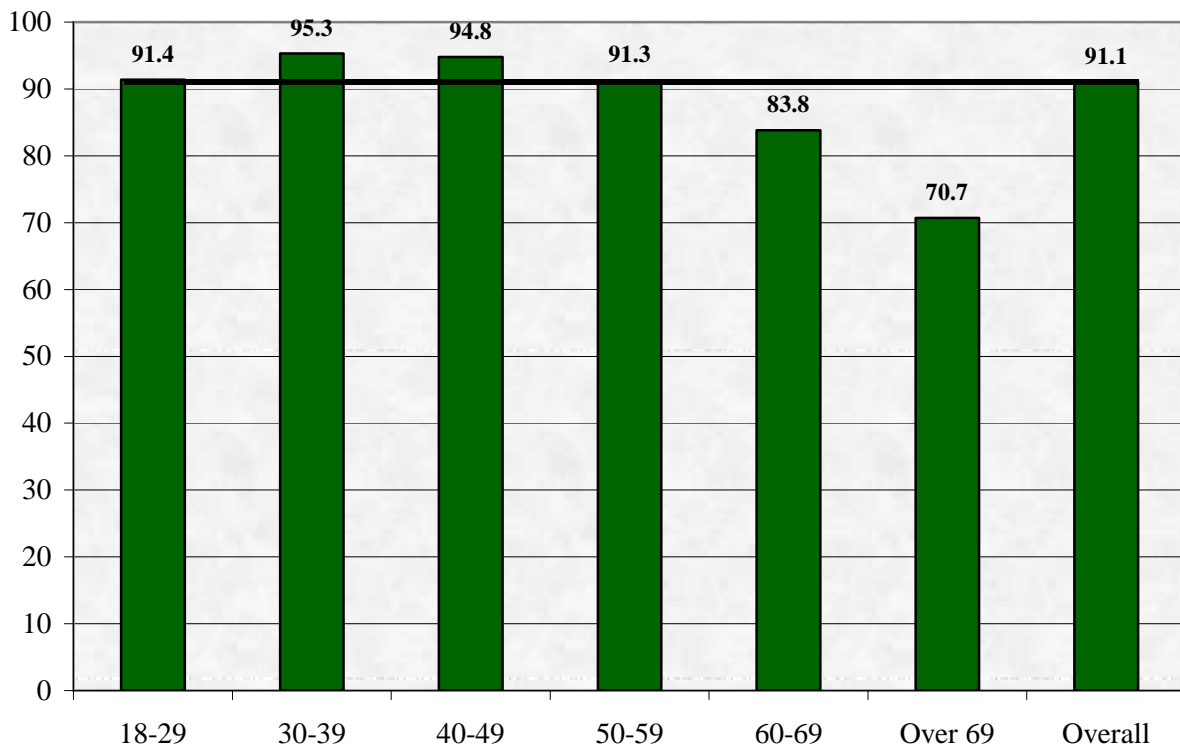


Statistical Significance

Age

The chart below demonstrates an expected pattern of response. The incidence of building campfires is greatest among those in child-rearing age groups and declines after about age 60.

A1. During the course of a year, do you build campfires?
% saying 'Yes'

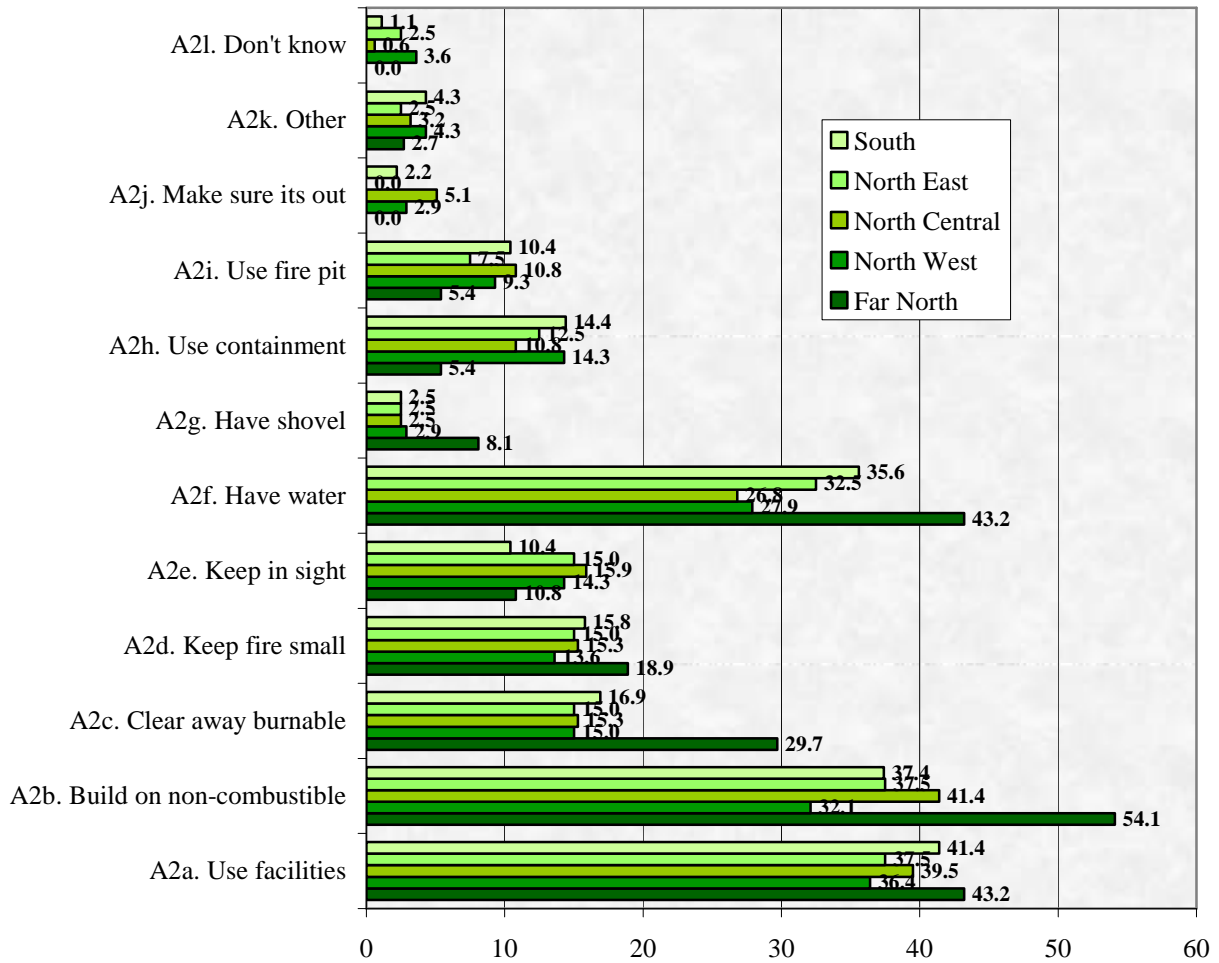


A2. What do you do to ensure your campfire is SAFE? (multiple response, unprompted)

According to the chart below, the most common techniques used to keep campfires safe are: (1) to use existing facilities; (2) build on non-combustible material; and (3) have water available.

Among the differences between strata, the Far North appears to stand out as being more aware of several methods including building on non-combustible material, having water available, clearing away combustible material, and having a shovel handy.

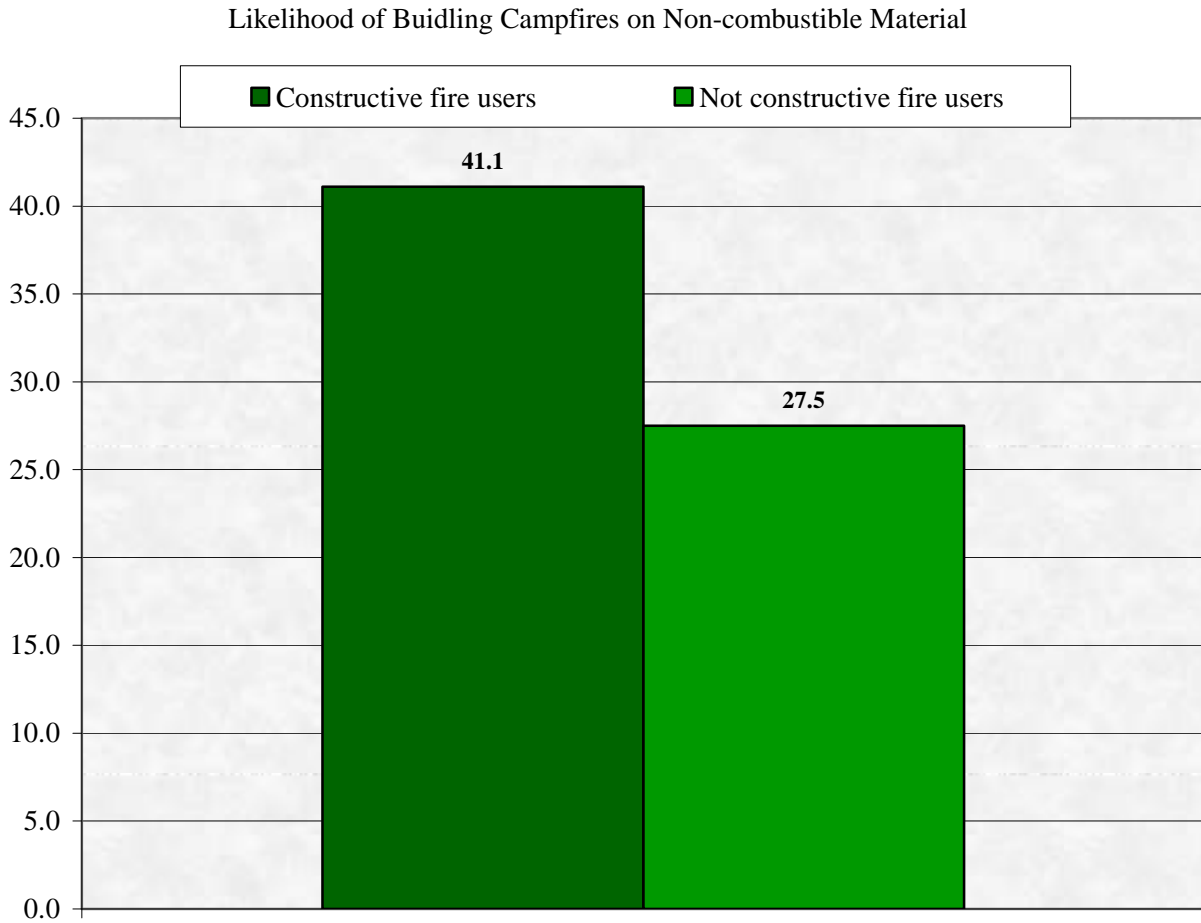
A2. What do you do to ensure your campfire is SAFE?



Statistical Significance

Constructive Fire Users vs. Others

Those who use fire for residential- or work-related purposes are much more likely to report building campfires on non-combustible material to keep fires campfires safe (chart below).

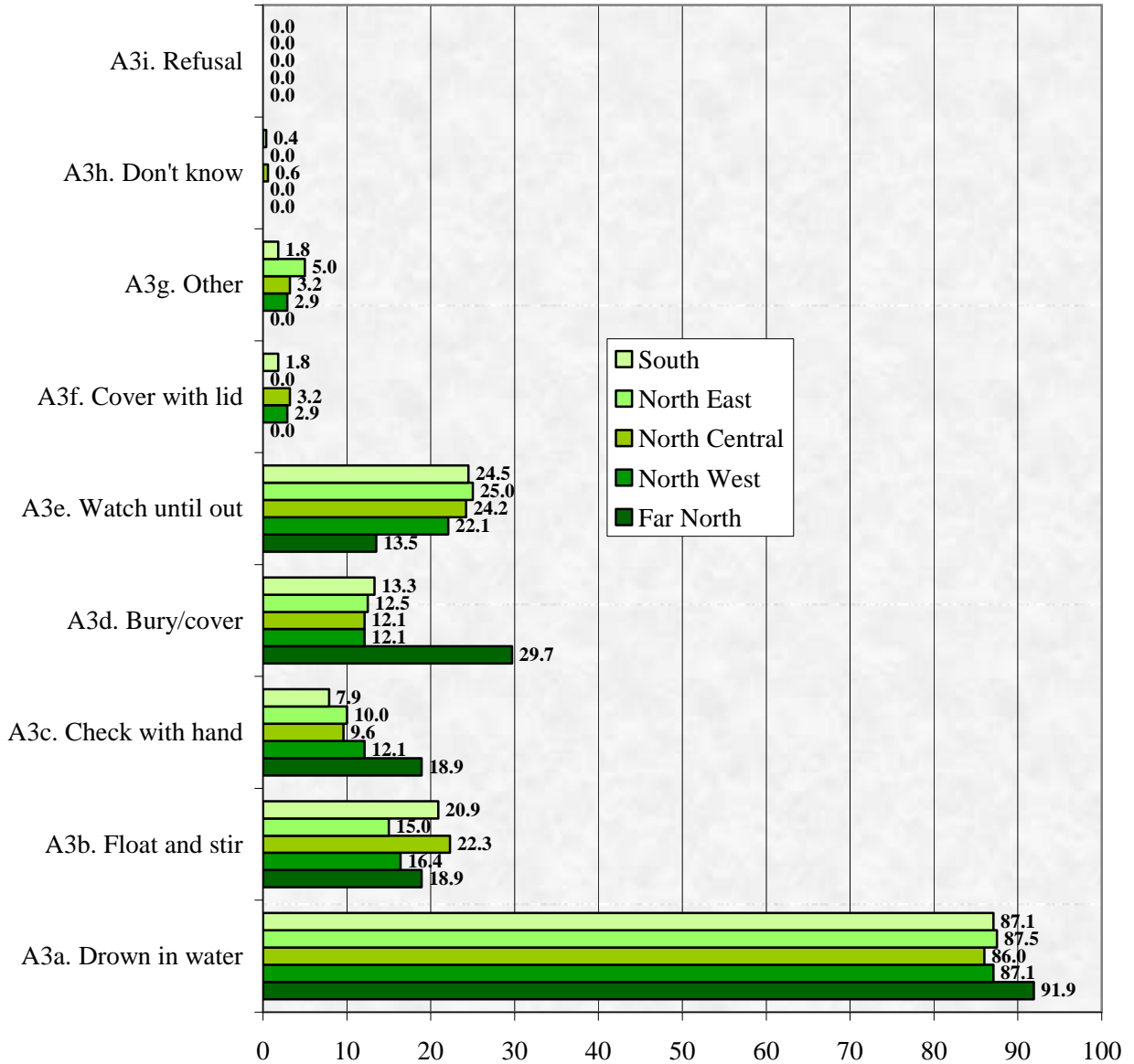


A2b. Build fire on dirt/sand/rock

A3. What do you do to ensure your campfire is OUT? (multiple-response, unprompted)

The chart below shows that having water available is, by far, the most common method used to ensure a campfire is out. Residents of the Far North appear to be more likely to bury the fire and less likely to watch until it is out.

A3. What do you do to ensure your campfire is OUT?



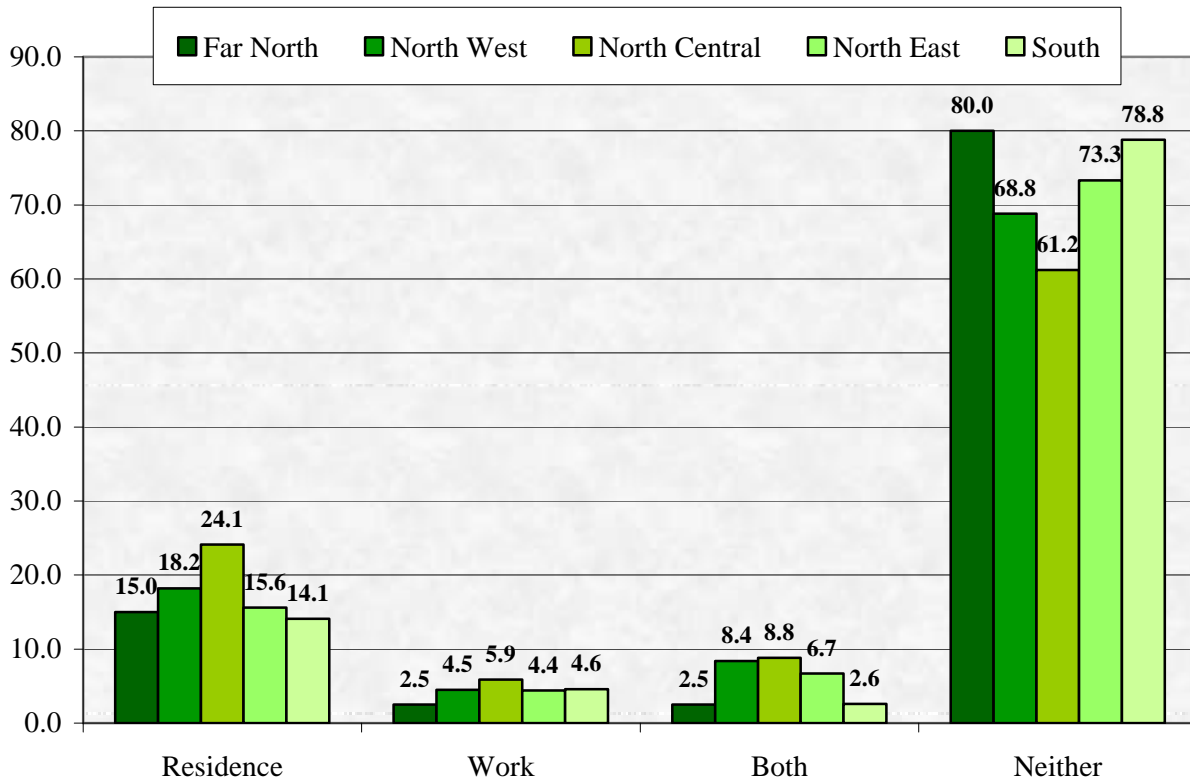
SECTION B: Constructive Use

B1. Do you use fire to help clean up around your residence or for jobs related to your work, or both, or neither? (Those indicating use of either residence- or job-related use of fire, or both, were asked the remaining questions in Section B.)

The “neither” category in the chart below establishes overall residential and work fire use levels.

- Use of fire around residences or for work is most common among residents of the parkland areas, especially in the North Central area.
- Such ‘constructive’ use of fire is least popular in the Far North and the South.

B1. Do you use fire to help clean up around your residence or for jobs related to your work, or both, or neither?



Statistical Significance

Gender

While males and females are equally likely to use fire ‘constructively’, females are more likely to use it for residence-related tasks while fire use by males is more likely to associated with work.

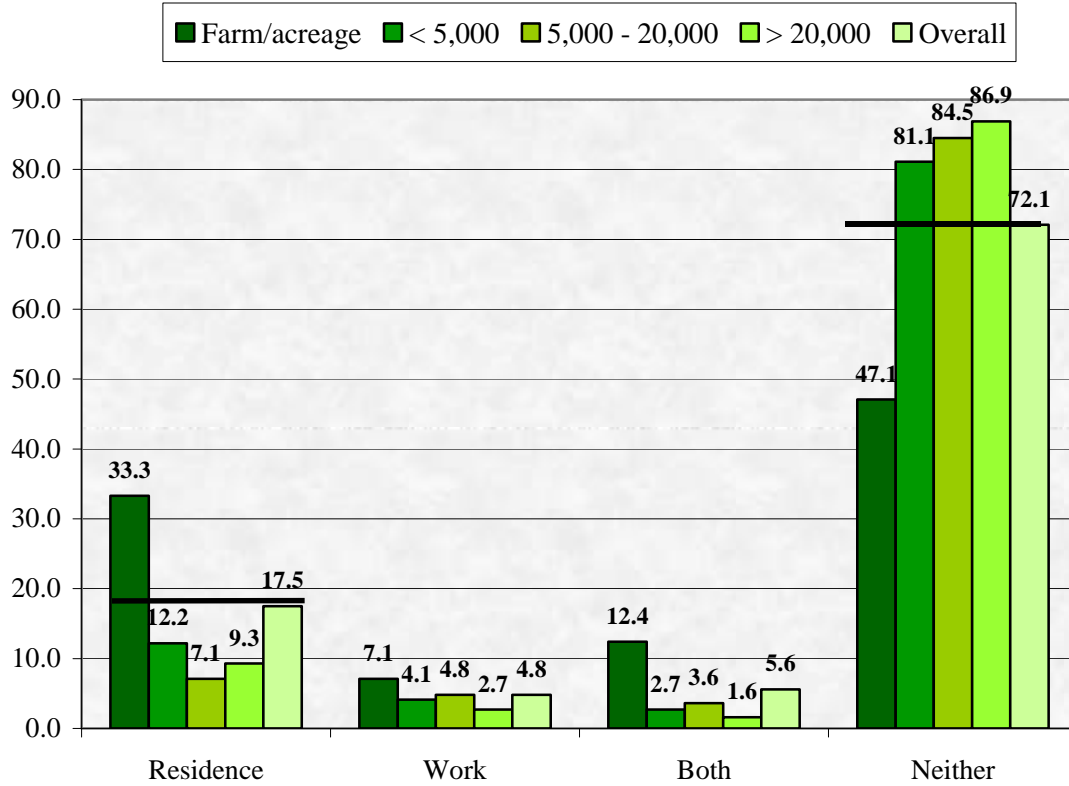
B1. Do you use fire to help clean up around your residence, for jobs related to your work, for both, or for neither?
% saying . . .



Residence Location

The ‘constructive’ use of fire is much more common among residents of farms and acreages as compared to residents of communities of varying sizes identified in the chart below.

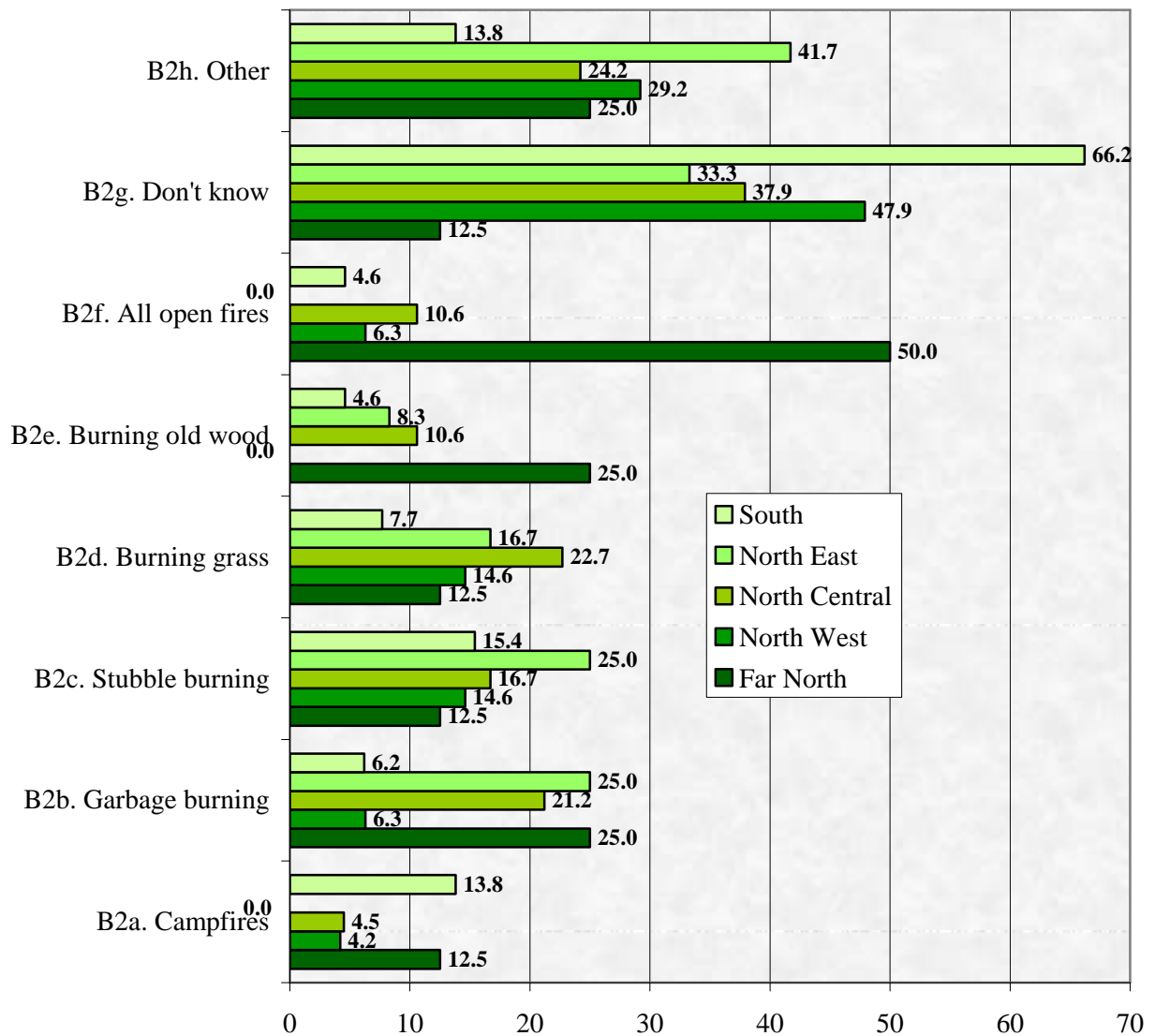
B1. Do you use fire to help clean up around your residence, for jobs related to your work, for both, or for neither?
 % saying . . .



B2. Can you tell me what types of fire use require a Provincial burning permit? (multiple-response, unprompted)

- Awareness of what types of fire require a permit is lowest in the South and highest in the Far North (chart below).
- Correspondingly, the largest proportion of respondents correctly identifying “all open fires” is in the Far North (50%).

B2. Can you tell me what types of fire use require a Provincial burning permit?

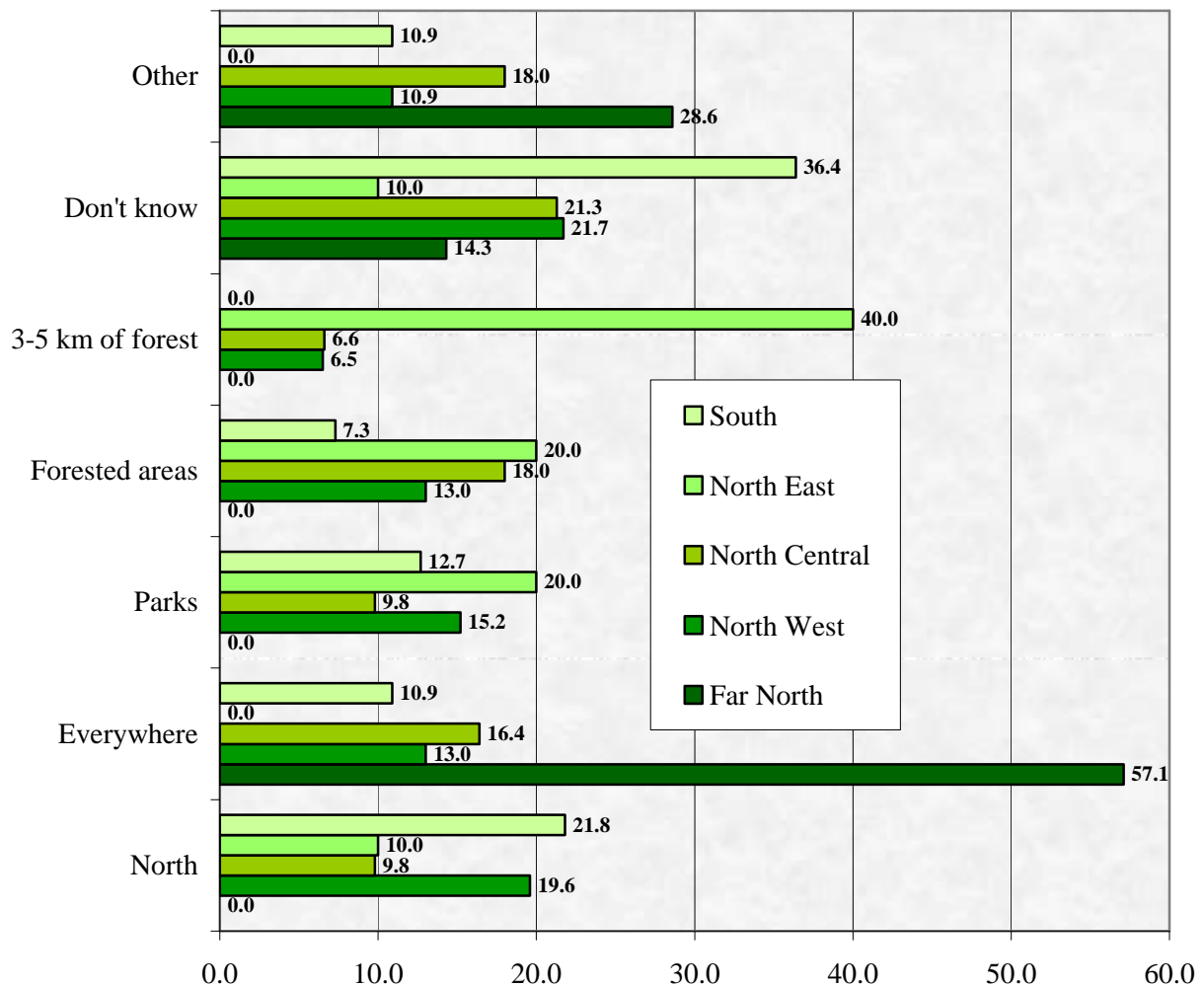


B3. In what areas of the Province are burning permits required? (open-ended)

The chart below shows the differing perceptions across survey areas of where burning permits are required.

- It is residents of the North East who most frequently identified SE's requirement for permits within 4.5 kilometers of a provincial forest.
- Residents of the Far North are very likely to think permits are required everywhere.
- General awareness is lowest among respondents living in the South.

B3. In what areas of the Province are burning permits required?

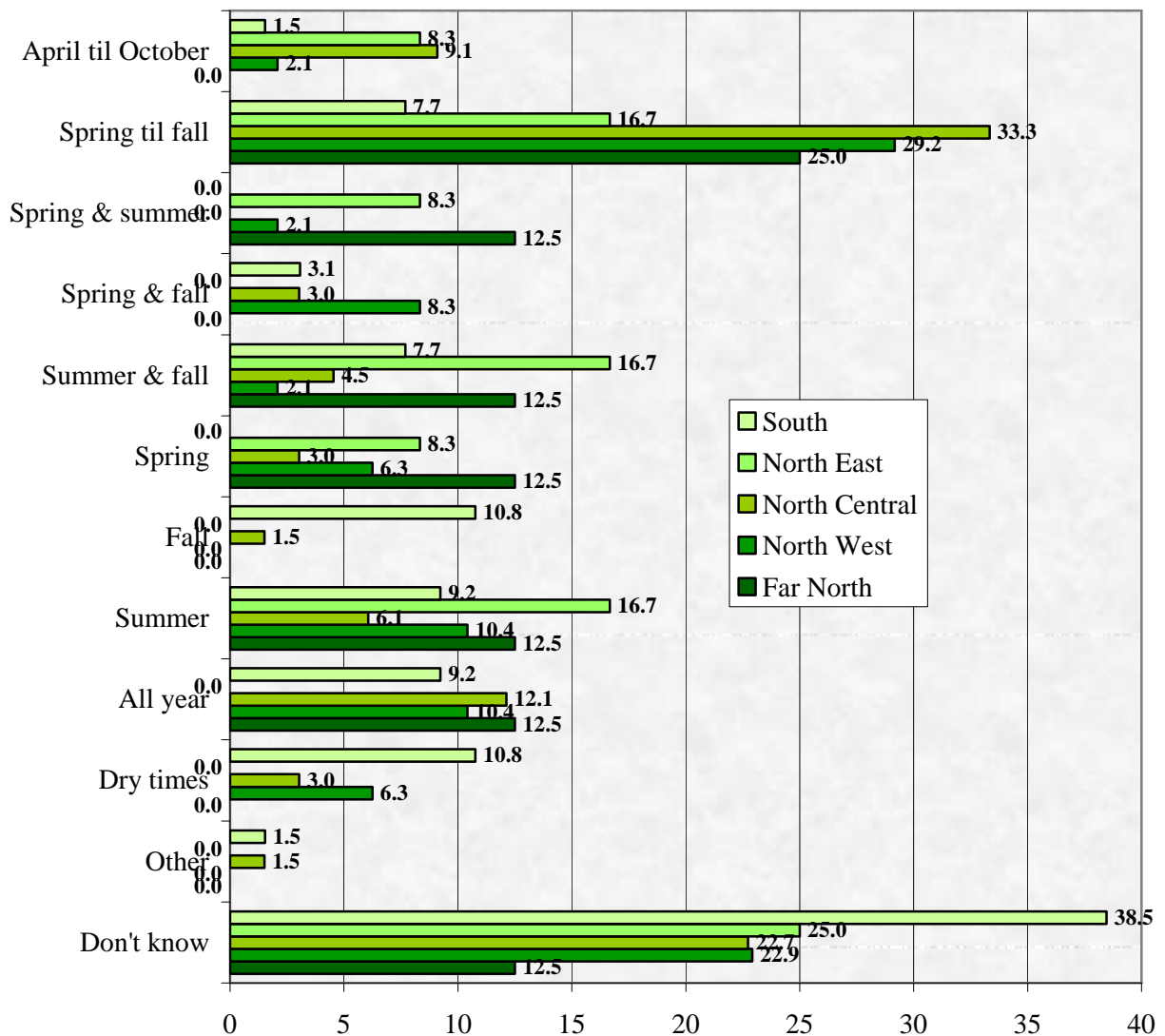


B4. At what time of the year are burning permits required? (open-ended)

The chart below shows responses across survey areas as time-of-year permit requirements.

- While few respondents correctly identified the exact permit requirement (April 1 to October 31), the 'spring to fall' responses can be considered close approximations. Awareness of this requirement is highest among residents in the North Central area.
- General lack of awareness is highest among residents in the South.

B4. At what time of the year are burning permits required?

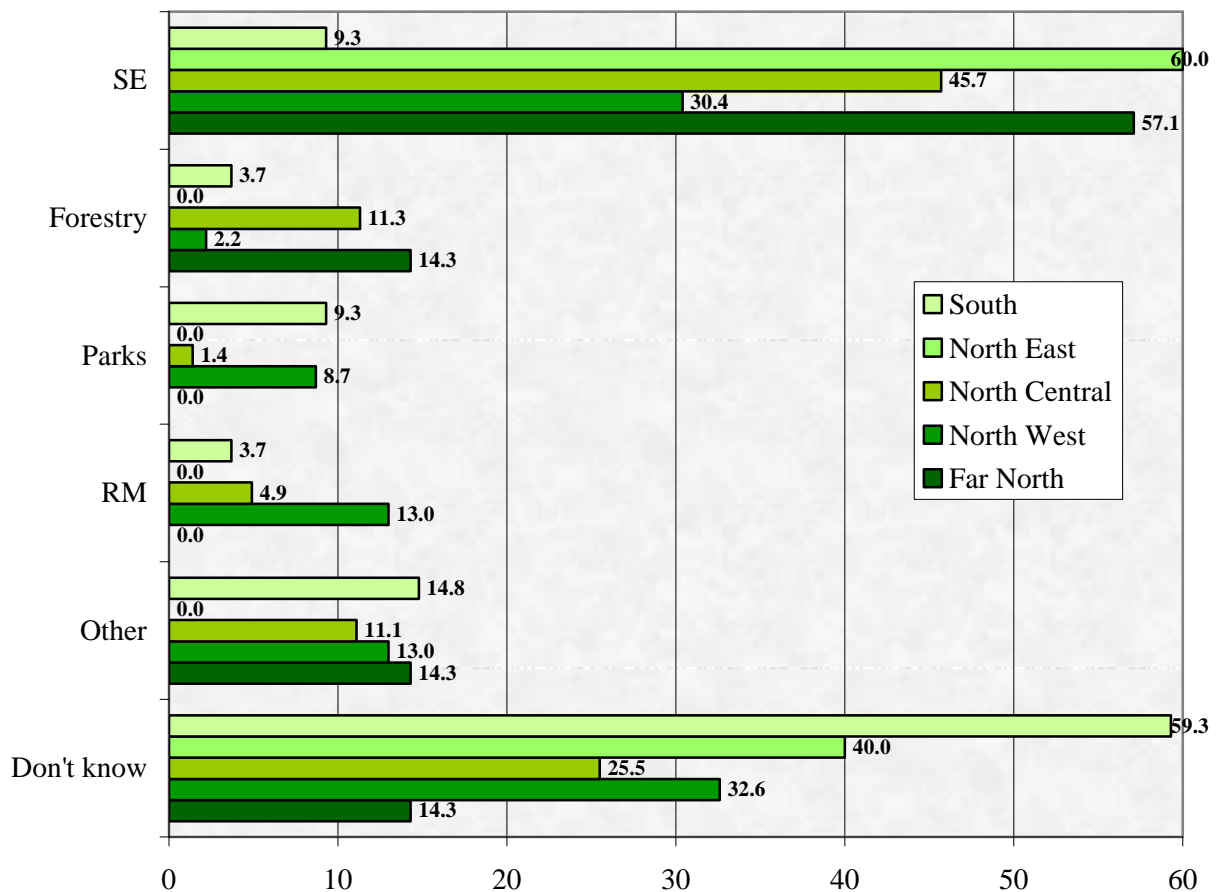


B5. What agency issues Provincial burning permits?

The chart below shows that perceptions vary widely across the survey areas as to what agency issues Provincial burning permits.

- Most frequently, respondents did not know the agency, with the proportion ranging from about one in seven (14%) in the Far North to six in ten (59%) in the South. Respondents in the parkland areas in between had intermediate levels of awareness somewhat similar to each other.
- Correspondingly, a majority (57%) of those in the far north correctly identified SE compared to fewer than one in ten (9%) in the south. However, respondents' ability to identify SE differed dramatically within the parkland areas, ranging from 15% in the North West to 35% in the North Central to 50% in the North East.

B5. What agency issues Provincial burning permits?

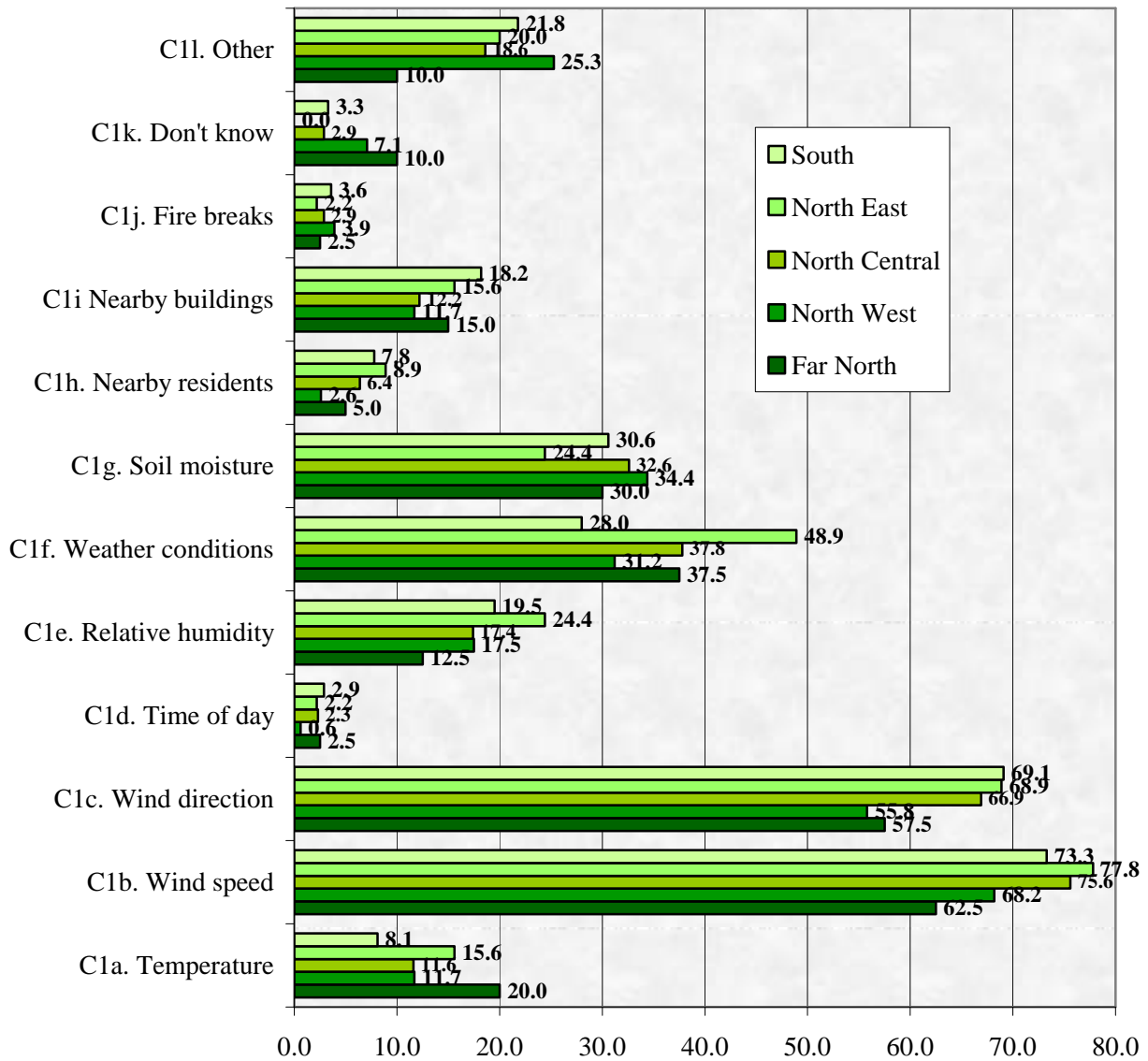


SECTION C: General

C1. When lighting a fire for purposes such as campfires, burning waste material or crop residue, what conditions do you take into consideration? (multiple-response, unprompted)

The chart below shows that wind speed and wind direction are the two main considerations when people use fire. Differences in response levels between survey areas are not large.

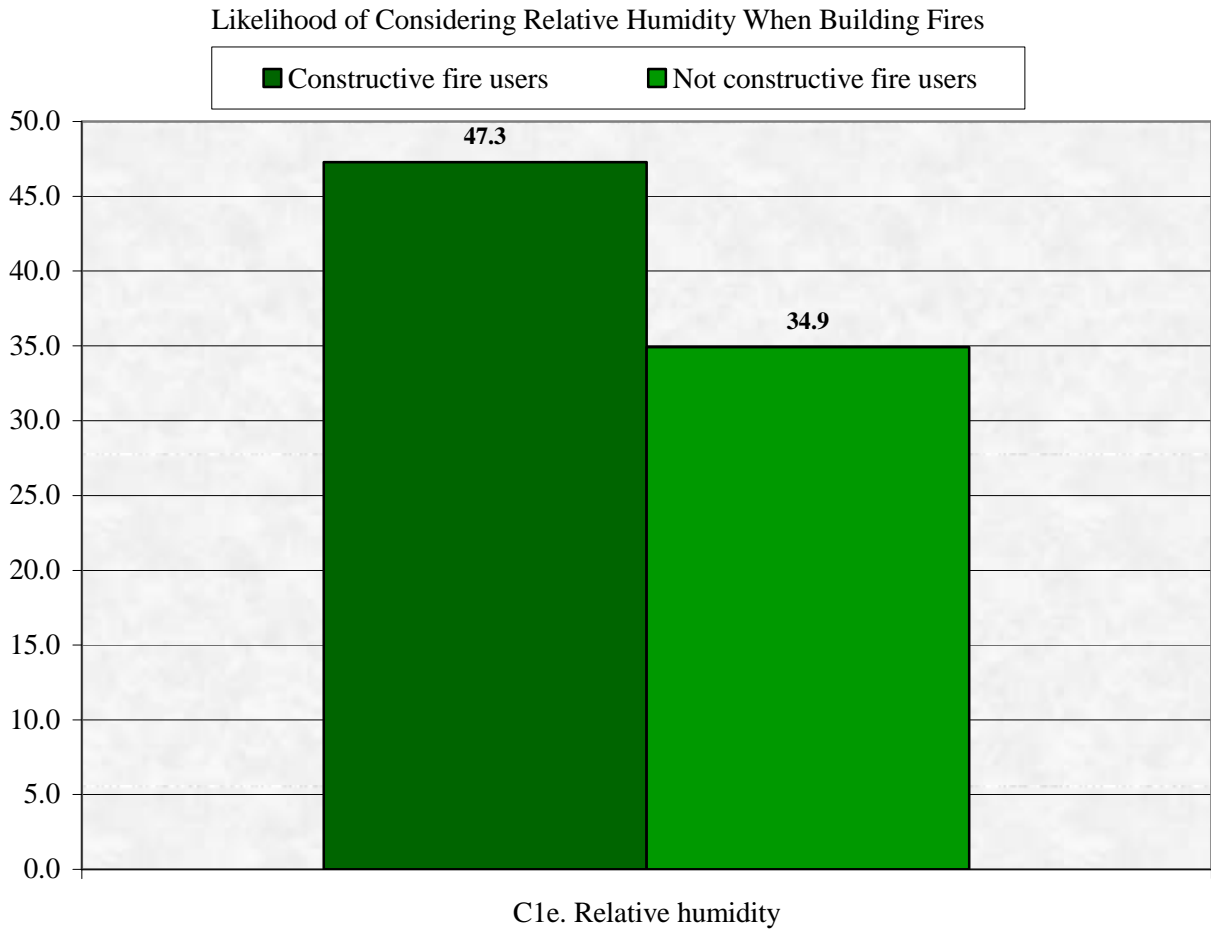
C1. When lighting a fire for purposes such as campfires, burning waste material or crop residue, what conditions do you take into consideration?



C1e. Statistical Significance

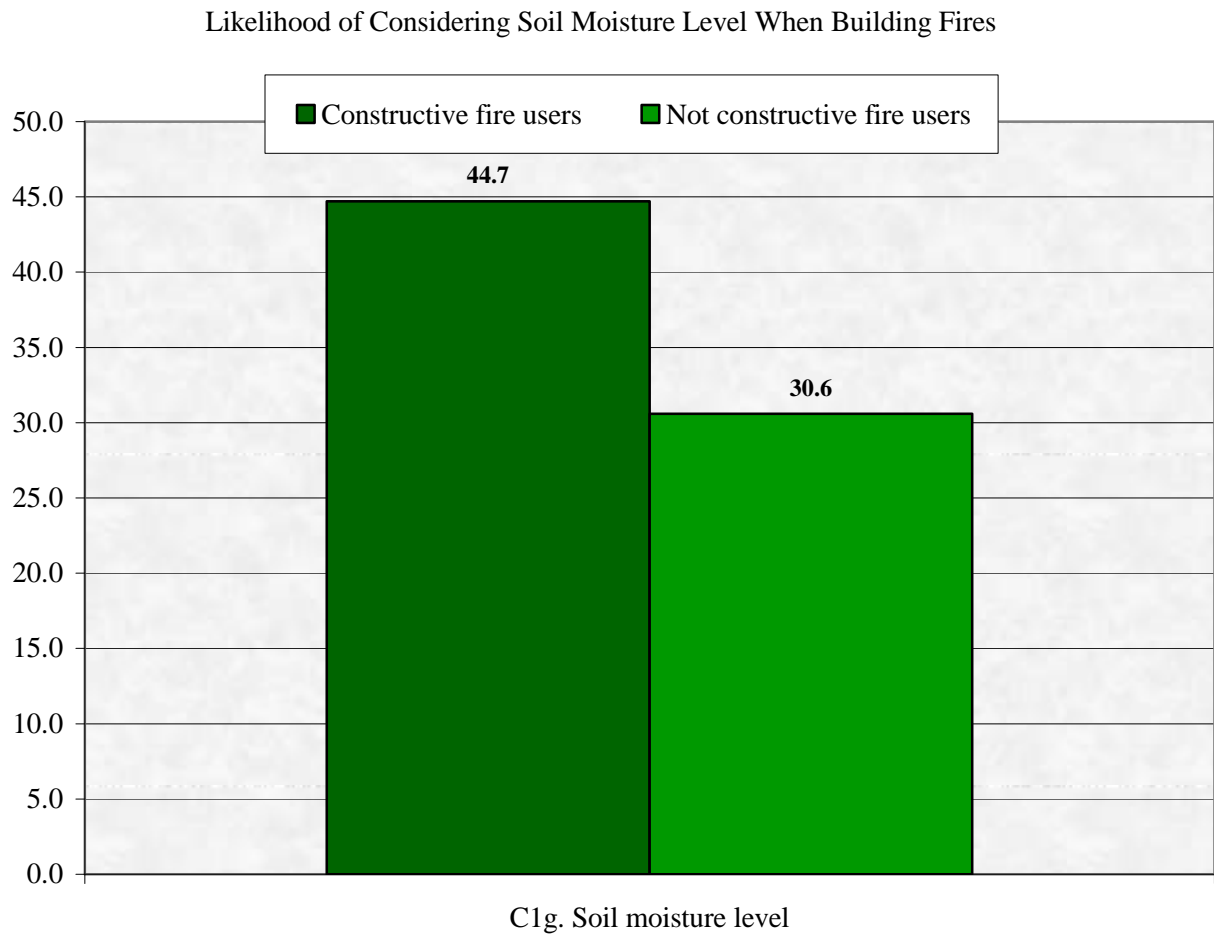
Constructive Fire Users vs. Others

Those who use fire for household- or work-related purposes are more likely to consider relative humidity when building fires (chart below).



C1g. Statistical Significance

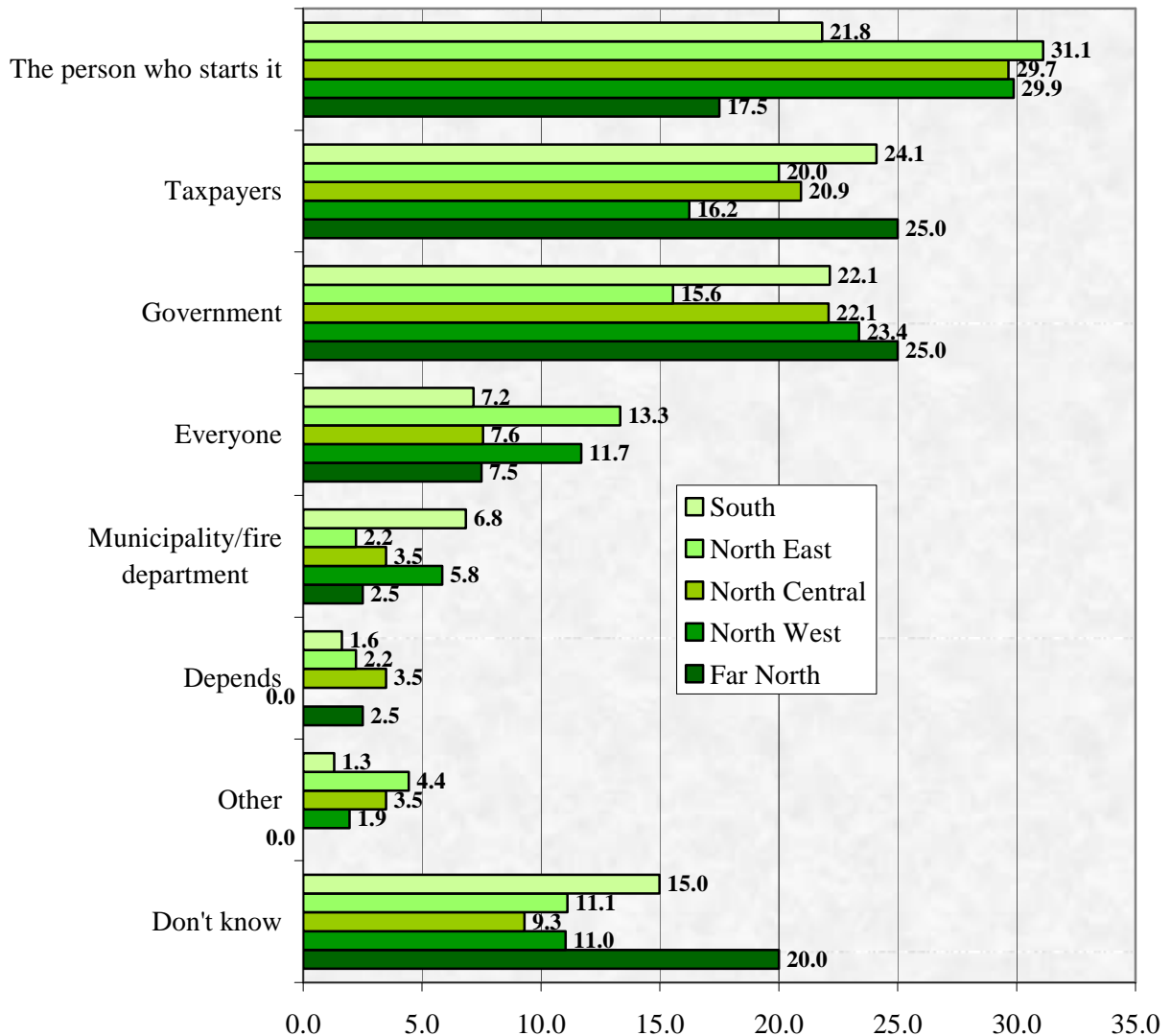
Constructive Fire Users vs. Others



C2. Who is responsible for the costs of suppressing a wildfire caused by humans? (open-ended)

The chart below shows that people most frequently assign responsibility for wildfire suppression costs to the person who started it. However, most feel that the public – whether ‘government’, ‘taxpayers’, or ‘everyone’ – is responsible for the costs. Residents of the parkland areas are more likely to assign responsibility to the person who started the fire.

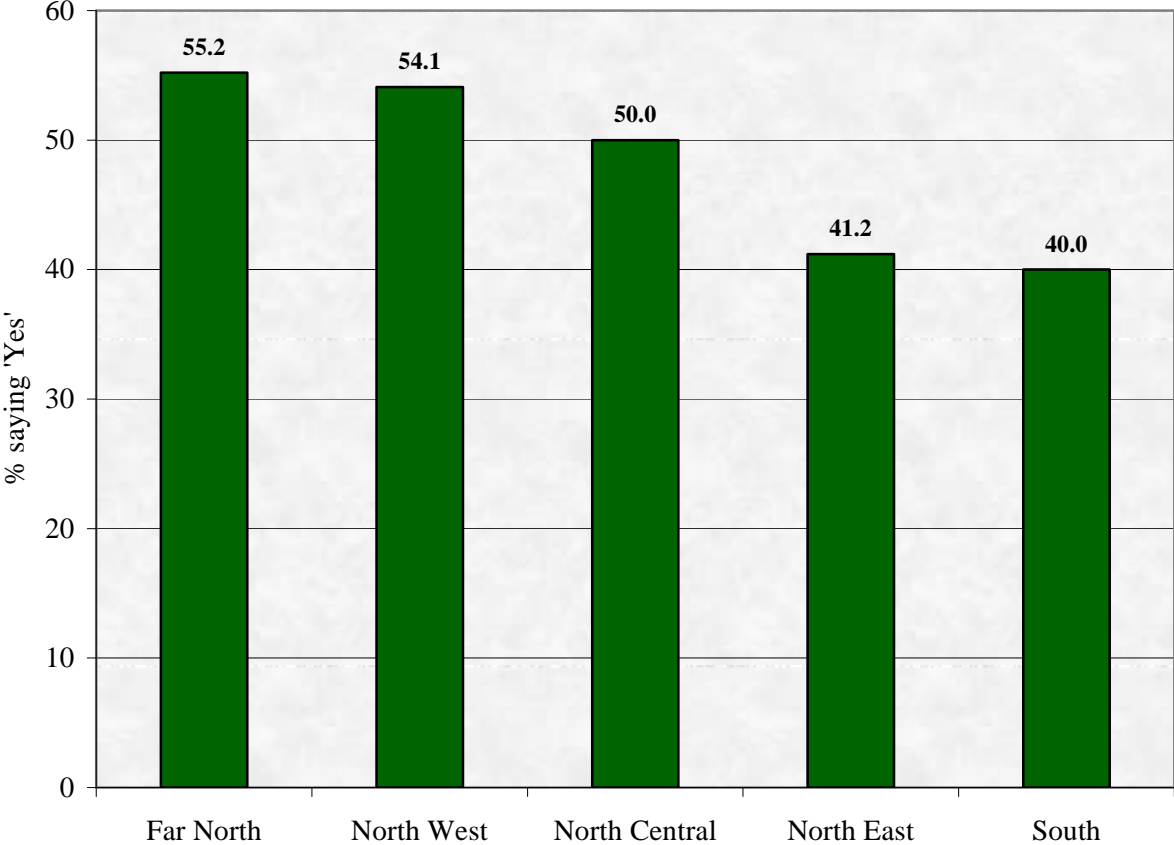
C2. Who is responsible for the costs of suppressing a wildfire caused by humans?



C3. Do you have your property insured against loss from wildfire?

The likelihood of insuring property against wildfire loss is greatest in the Far North and declines steadily through the North West, North Central, North East, to the lowest level in the South (chart below).

C3. Do you have your property insured against loss from wildfire?

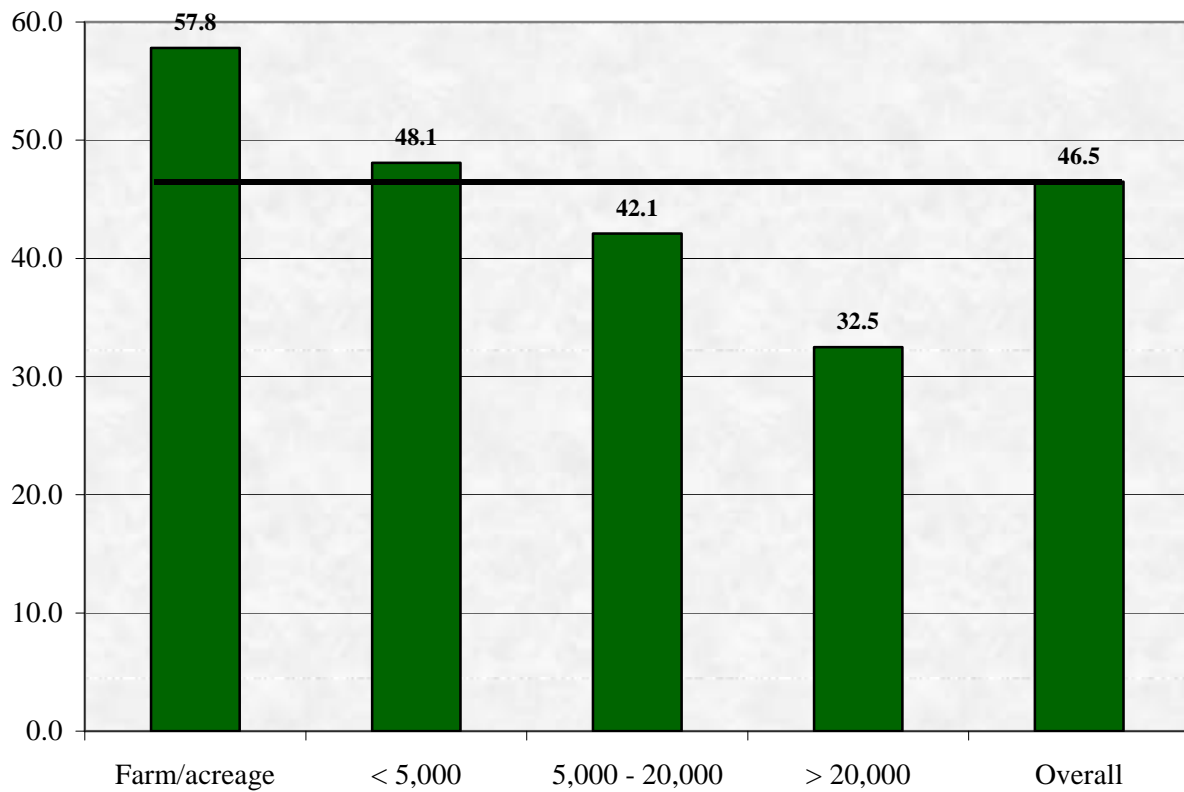


Statistical Significance

Residence Location

Residents of farms and acreages are more likely to have property insured against wildfire loss (chart below). The incidence of insurance coverage declines steadily as community size increases.

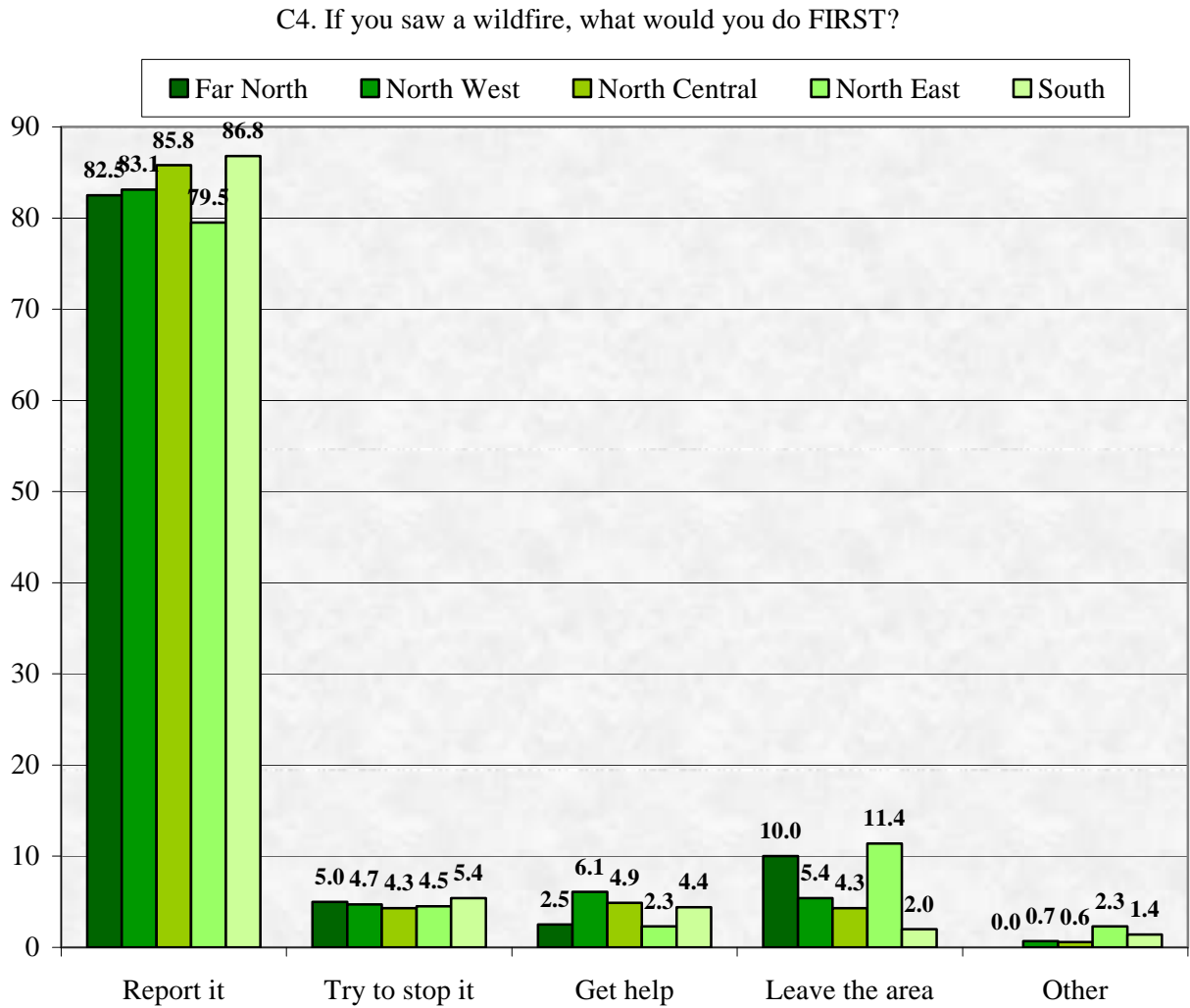
C3. Do you have your property insured against loss from wildfire?
% saying 'Yes'



C4. If you saw a wildfire, what would you do FIRST?

Response to seeing a wildfire is quite similar from one area to another (chart below).

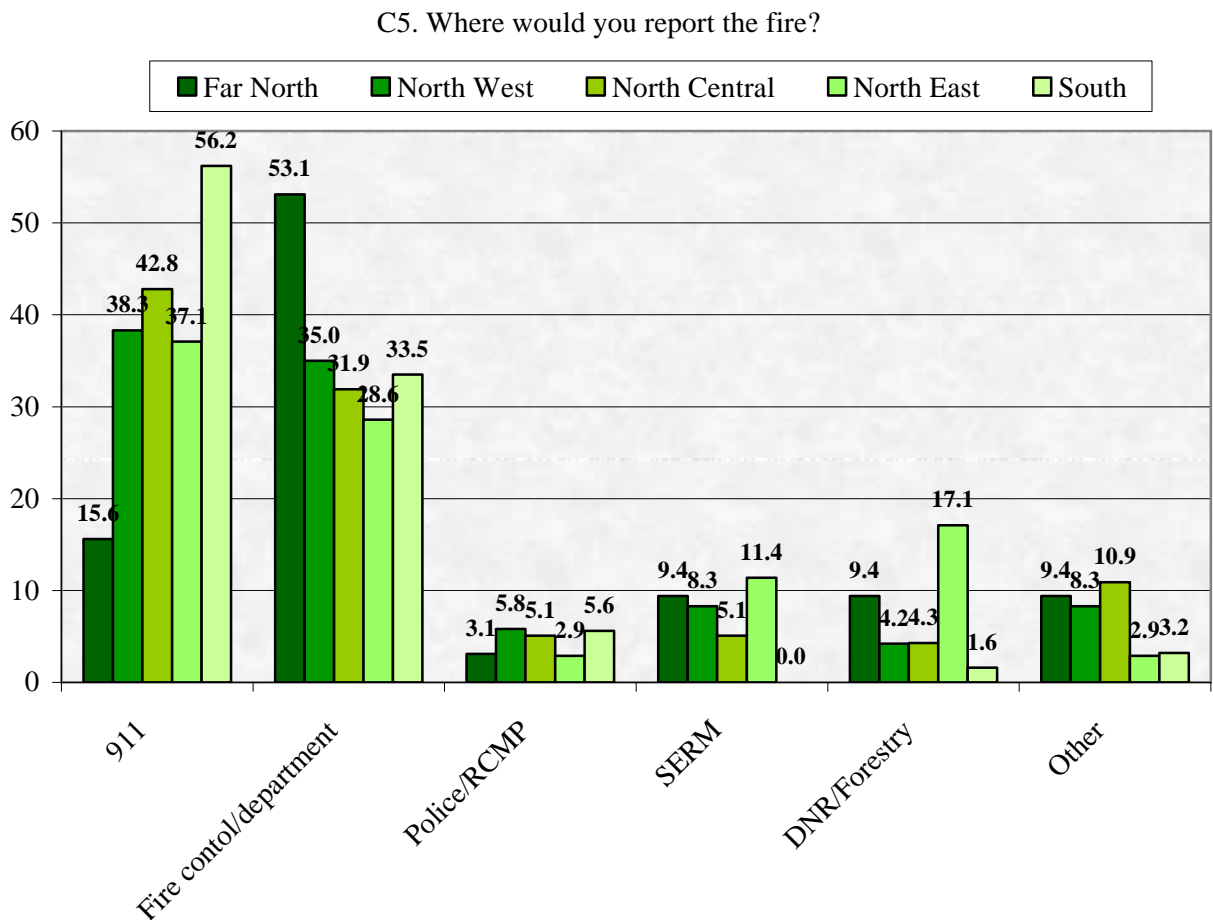
- About eight out of ten respondents in all areas would report the fire first.



C5. Where would you report the fire? (open-ended)

The chart below shows the distribution of open-ended response related to where to report the wildfire.

- The intended use of the 911 emergency telephone number is highest in the South (56%), declines through the parkland areas (approximately 40%) and, not surprisingly, would not be used by many residents of the Far North (15%).
- Wildfires would commonly be reported to fire departments and fire control agencies, especially in the North.
- While SE was top-of-mind for significant proportions of residents in the parkland areas and Far North, residents of the South would not report the fire to SE.

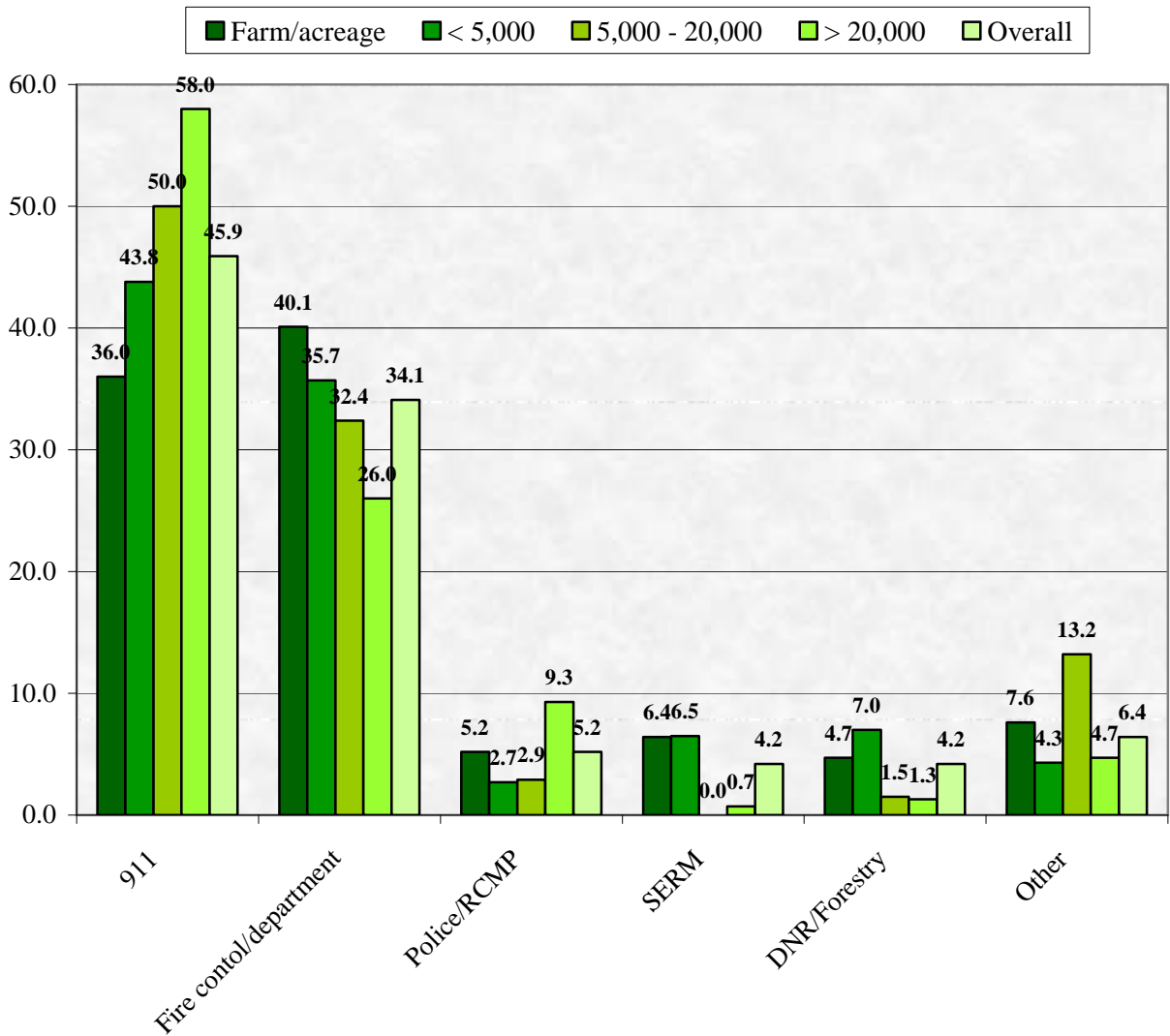


Statistical Significance

Residence Location

The likelihood of using 911 to report a wildfire is lowest among residents of farms and acreages and it increases steadily as community size increases (chart below). The opposite trend is reported for reporting fires to fire departments.

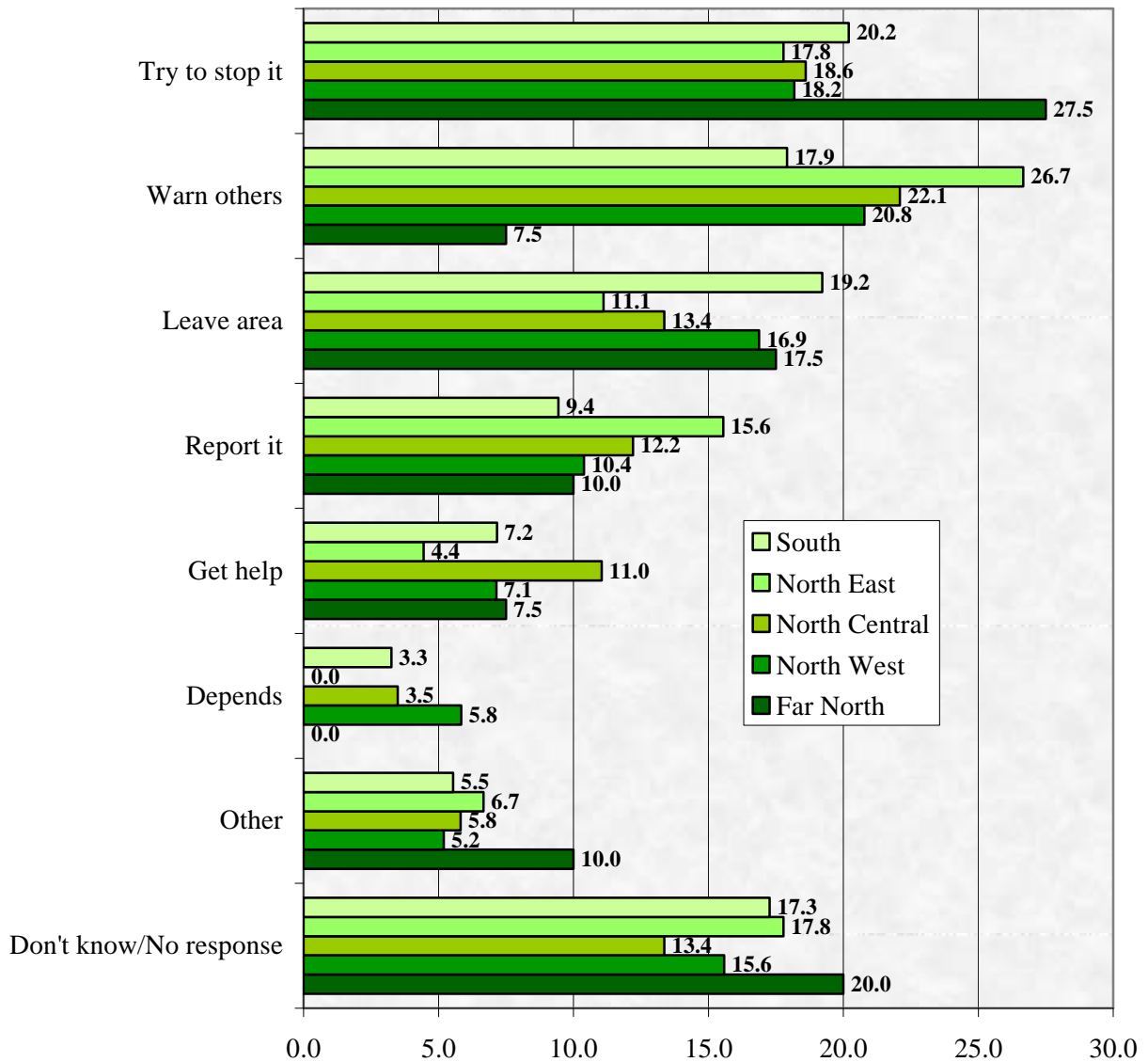
C5. Where would you report the fire?



C6. Is there something else you would do if you saw a wildfire?

In addition to the first action people would take (C4), the chart below summarizes additional measures people would take when spotting a wildfire.

C6. Is there something else you would do if you saw a wildfire?



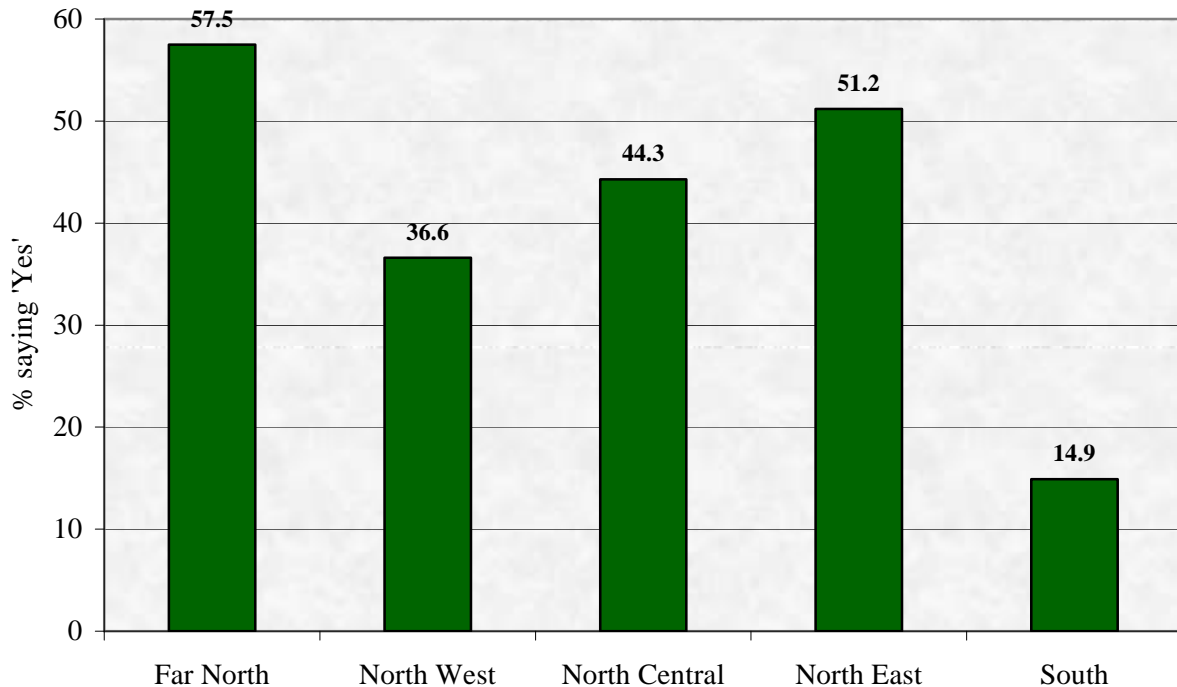
SECTION D: Wildland Property

D1. Do you own or lease property, or operate a business, in or near wildlands in central or northern Saskatchewan? (The remaining questions in Section D were asked of those who said “Yes”.)

The chart below shows the differing levels, by area, of property ownership and leasing or business operation near wildlands in central or northern Saskatchewan.

- Respondents’ interest in property in or near wildlands is greatest among residents of the Far North (58%) and, not surprisingly, least among residents of the South (15%).
- The level of interest in wildland property increases from west to east within the parkland area.

D1. Do you own or lease property, or operate a business, in or near wildlands in central or northern Saskatchewan?

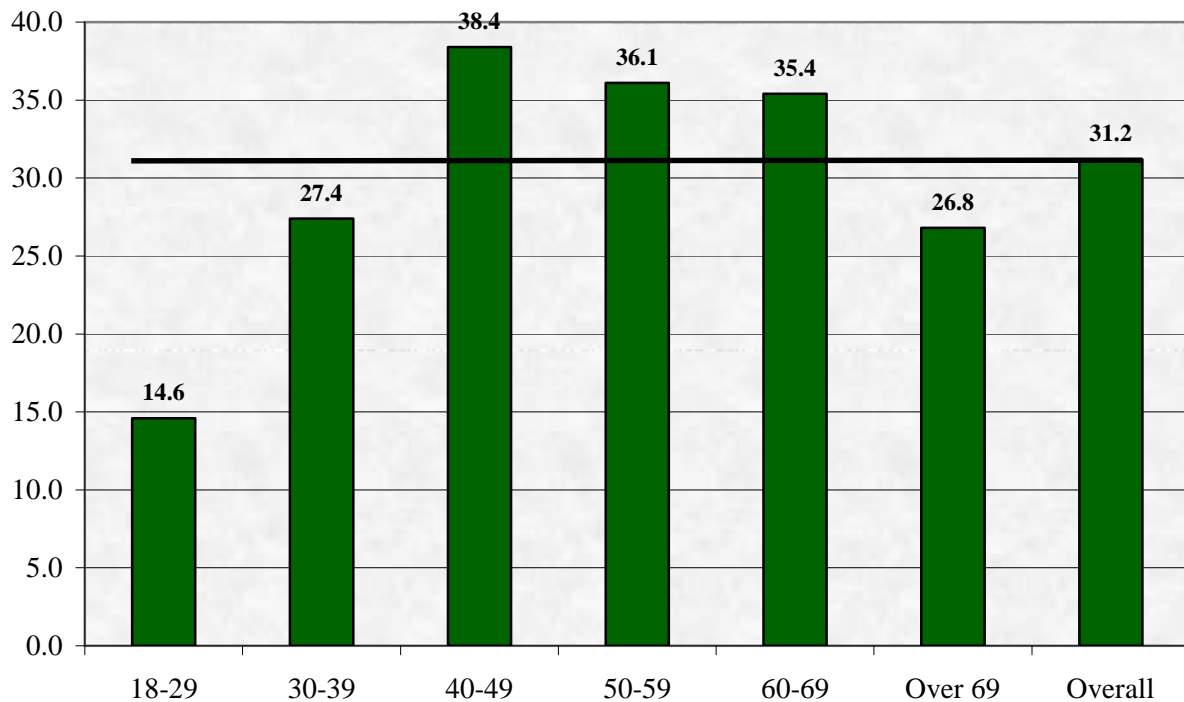


Statistical Significance

Age

Having property or business interests in or near wildlands is much more common among middle-aged respondents (chart below).

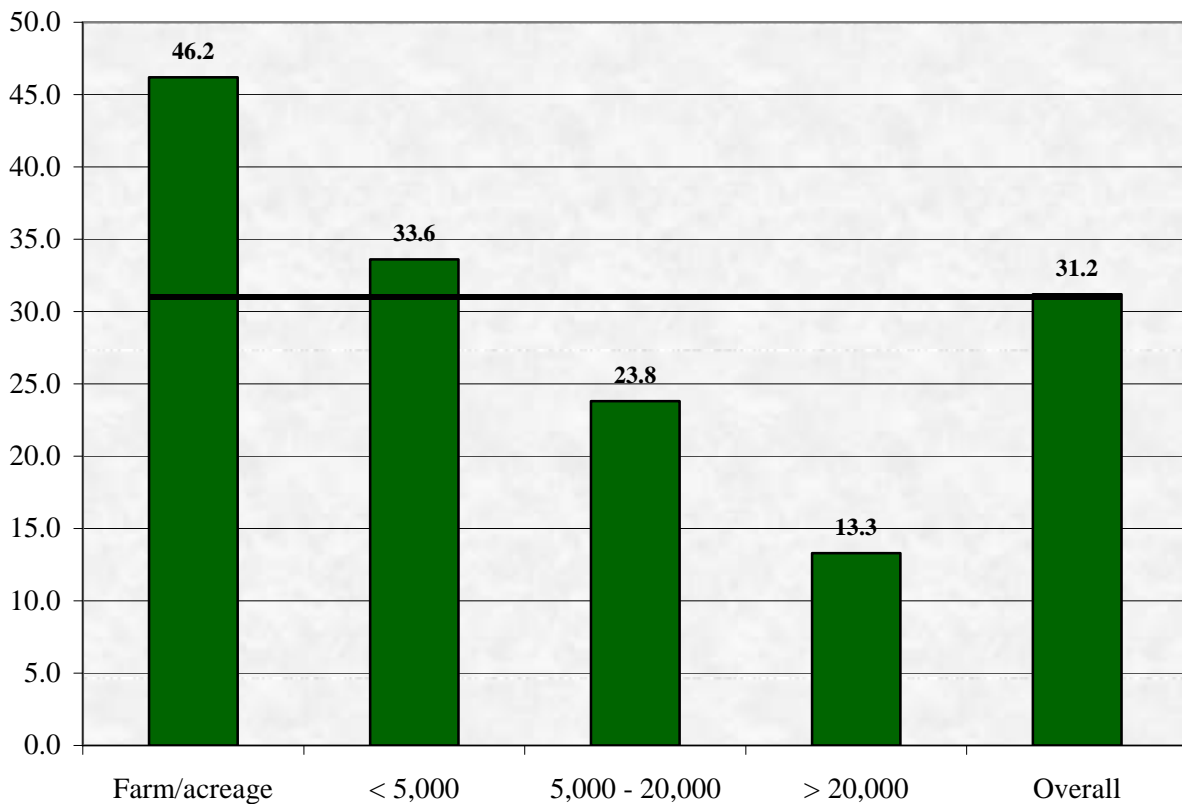
D1. Do you own or lease property, or operate a business, in or near wildlands in central or northern Saskatchewan?
% saying 'Yes'



Residence Location

Those living on farms and acreages are much more likely to have property or business interests in or near wildlands (chart below). The likelihood of having such interests declines steadily as community size increases.

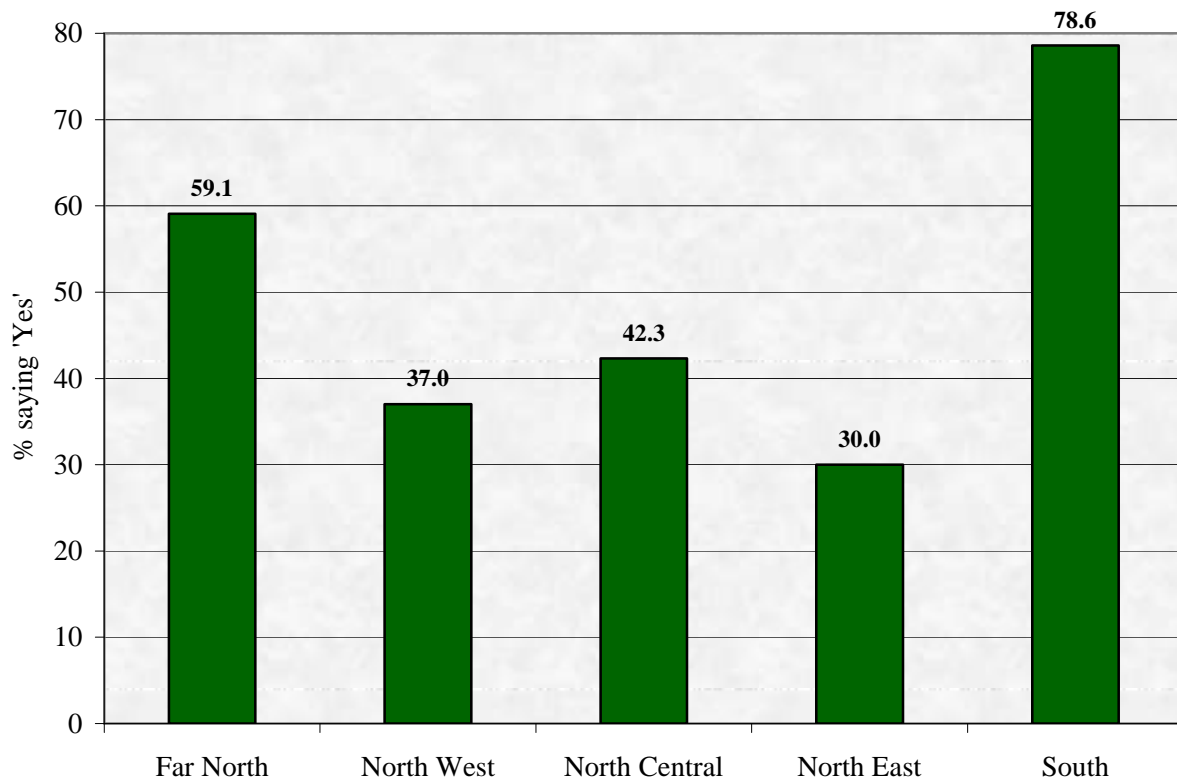
D1. Do you own or lease property, or operate a business, in or near wildlands in central or northern Saskatchewan?
% saying 'Yes'



D2. Have you seen or heard any information about how to protect this property or business from the risk of wildfire?

The chart below shows that, among those with property interests in wildlands, awareness of property protection information appears to be highest in the South (79%), followed by the Far North (59%).

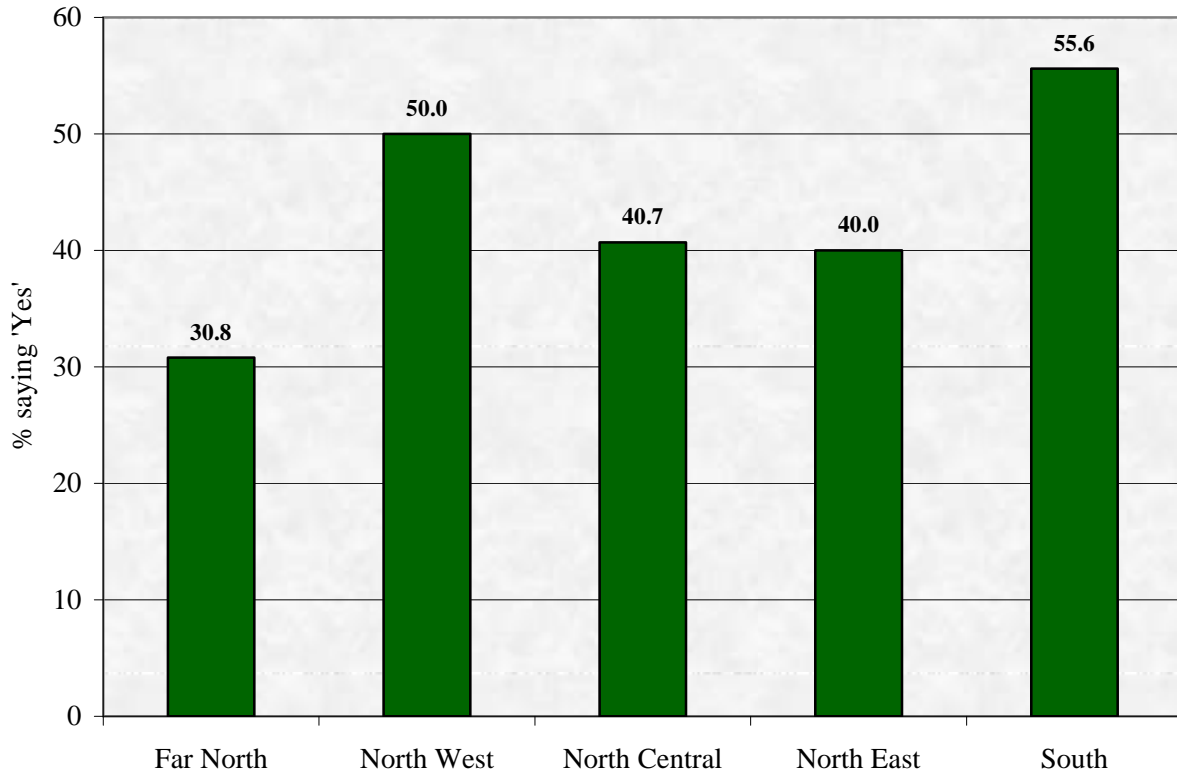
D2. Have you seen or heard any information about how to protect this property or business from the risk of wildfire?



D3. Did you see or hear such information in NEWS REPORTS?

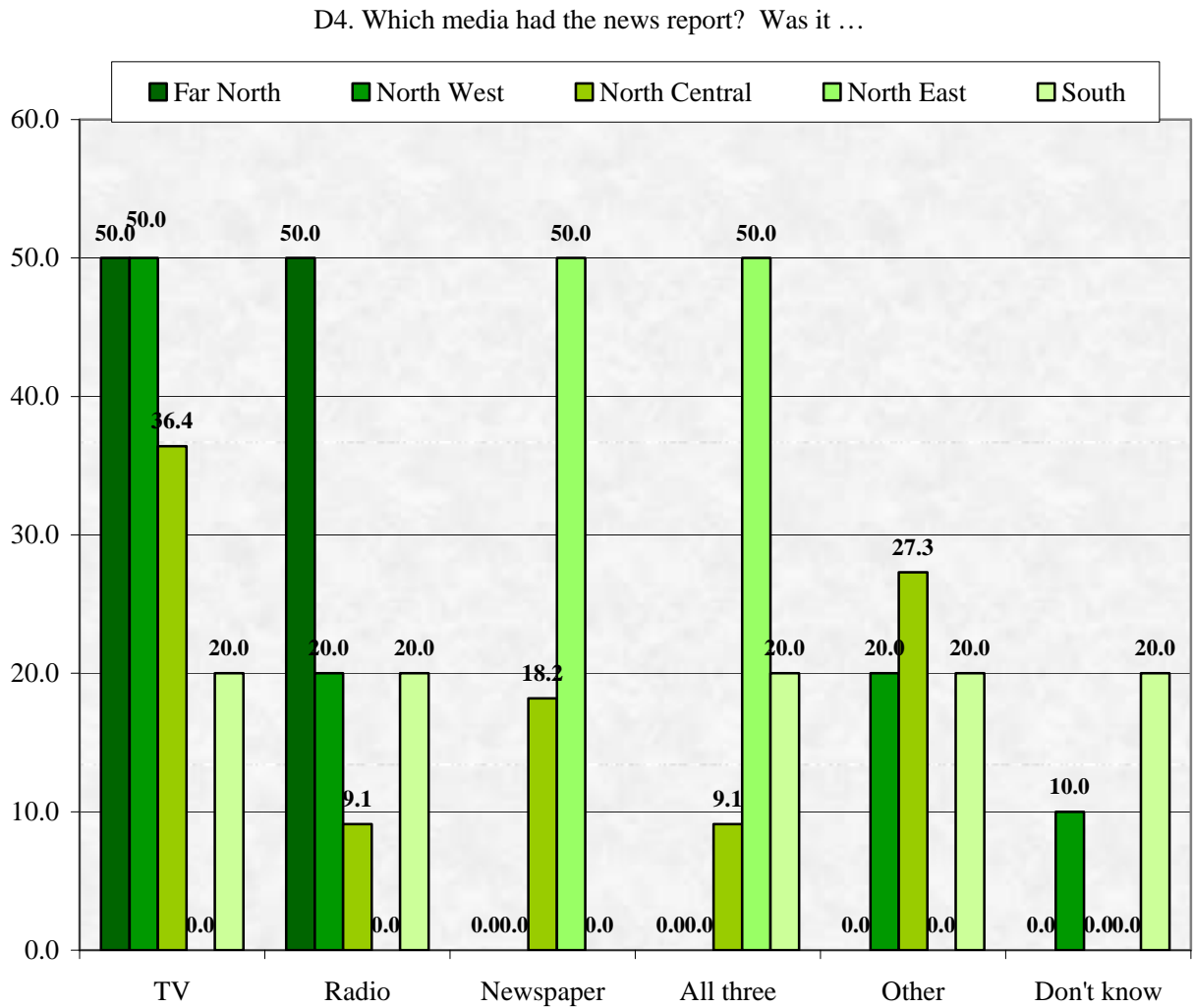
The chart below shows that, among those with property interests in wildlands, residents of the South were most likely to say they heard the information in news reports, while those in the Far North were least likely.

D3. Did you see or hear such information in NEWS REPORTS?



D4. Which media had the news report? Was it ...

The chart below shows a varied distribution of media sources for the news reports. Results here should be treated with caution because of the small sample sizes.

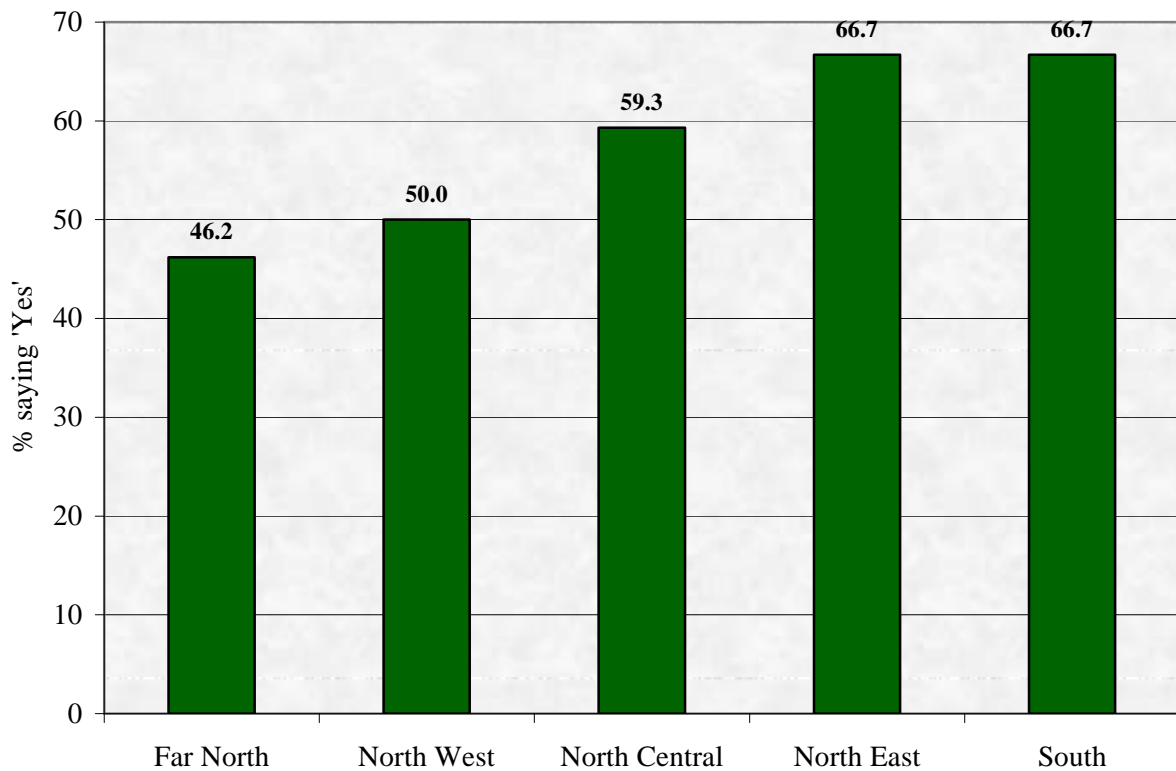


D5. Did you see or hear such information about protecting this property or business in an ADVERTISEMENT?

The chart below shows the distribution by survey area of hearing fire protection information in advertising.

- Advertising is heard most often in the South (67%) and North East (67%) and least often in the Far North (46%).

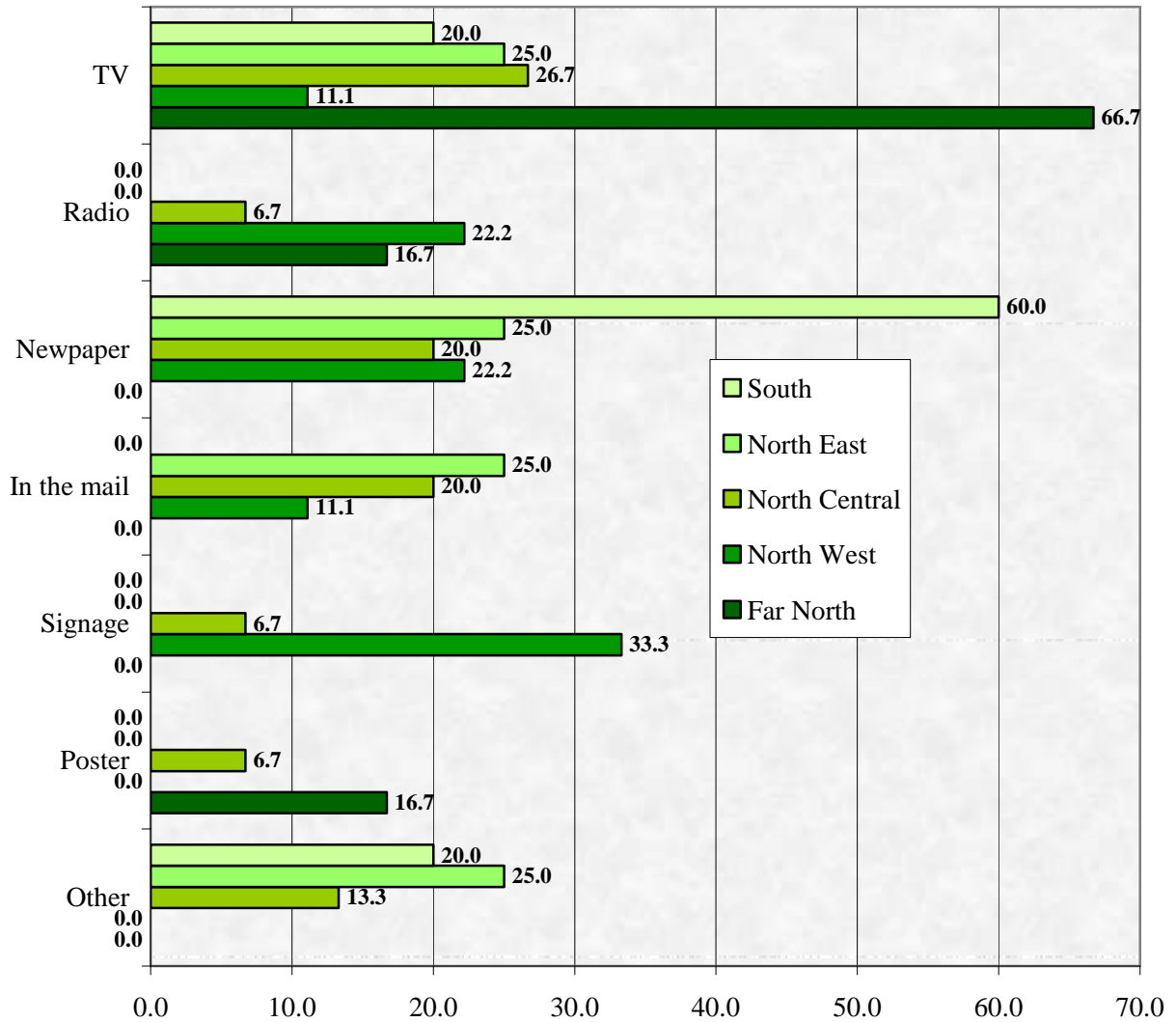
D5. Did you see or hear such information about protecting this property or business in an ADVERTISEMENT?



D6. Where was the advertisement? Was it ...

The chart below shows the distribution by area of the sources of wildfire advertising. Again, caution should be used with these small sample sizes.

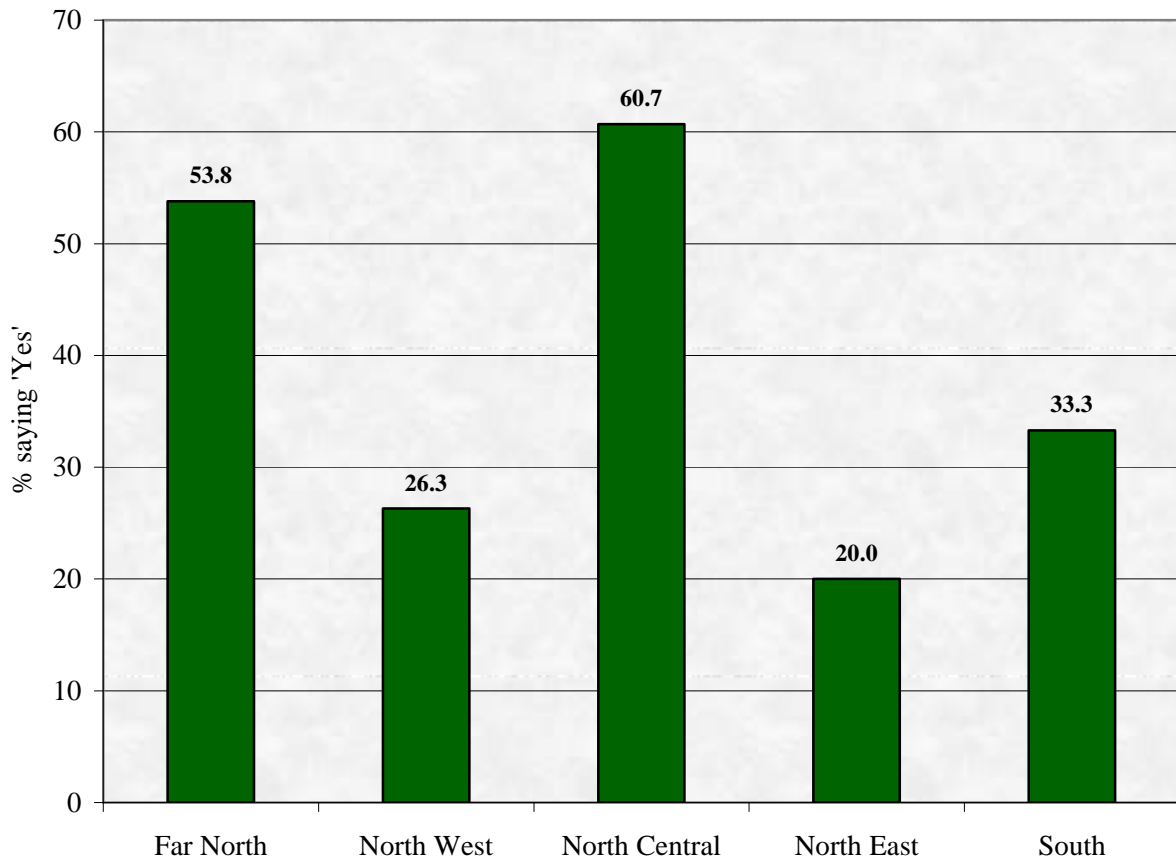
D6. Where was the advertisement? Was it ...



D7. Did you see or hear information from some other source about protecting this property or business?

The chart below shows that fairly wide variation in the proportion of respondents with property interests in wildlands who said they heard wildlife protection information from sources other than news reports or advertising.

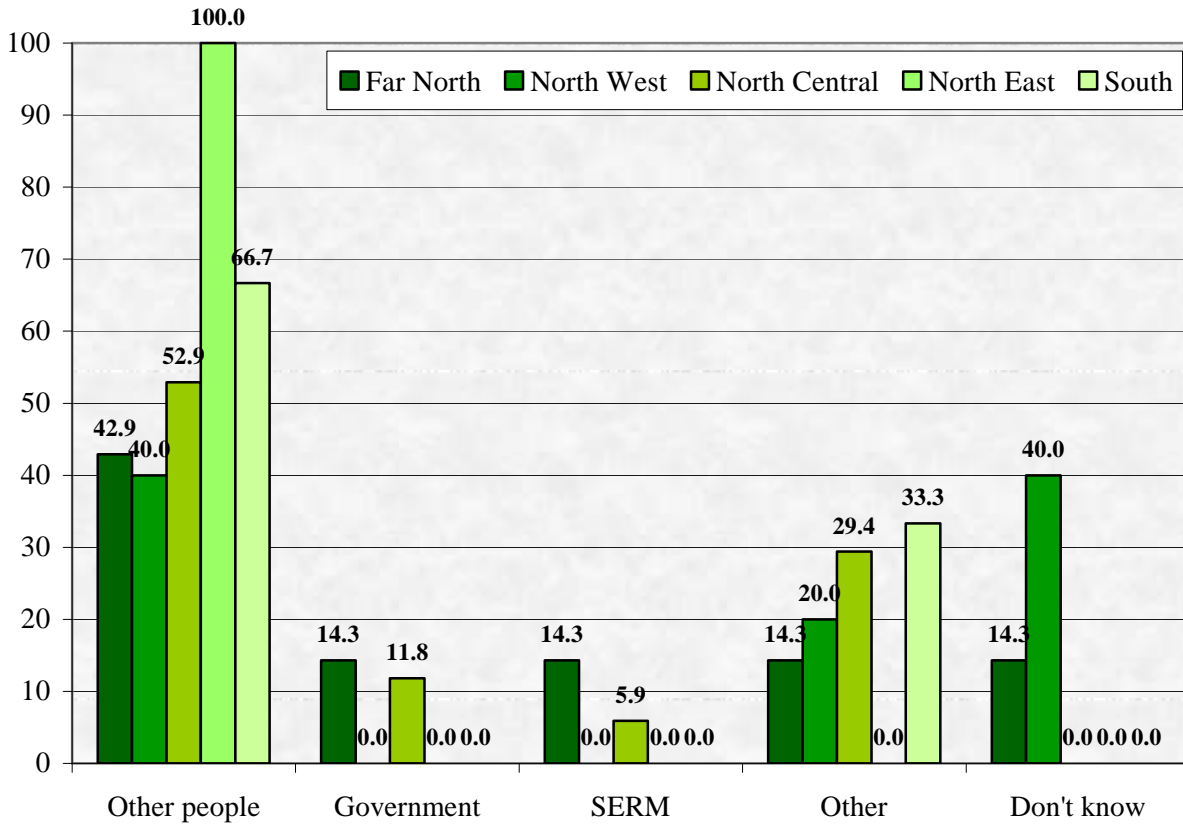
D7. Did you see or hear information from some other source about protecting this property or business?



D8. What was this other source of this information? (open-ended)

Word of mouth is the most frequently cited other source of information about protecting property from wildfire (chart below).

D8. What was this other source of this information?

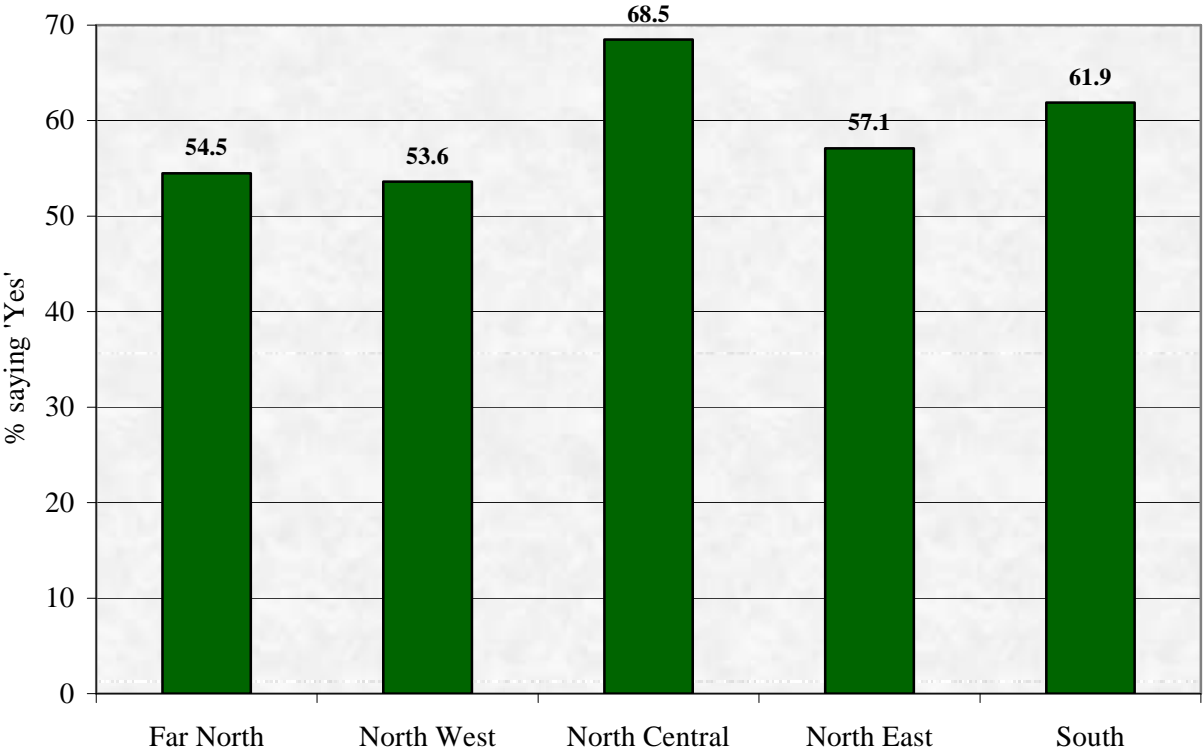


D9. Have you taken any measures to reduce the risk of wildfire to this property or business?

The chart below shows the pattern of response across survey areas as to whether respondents have taken measure to reduce wildfire risk.

- The incidence of taking such measures is highest in the North Central area (69%) and lowest in the North West area (54%).

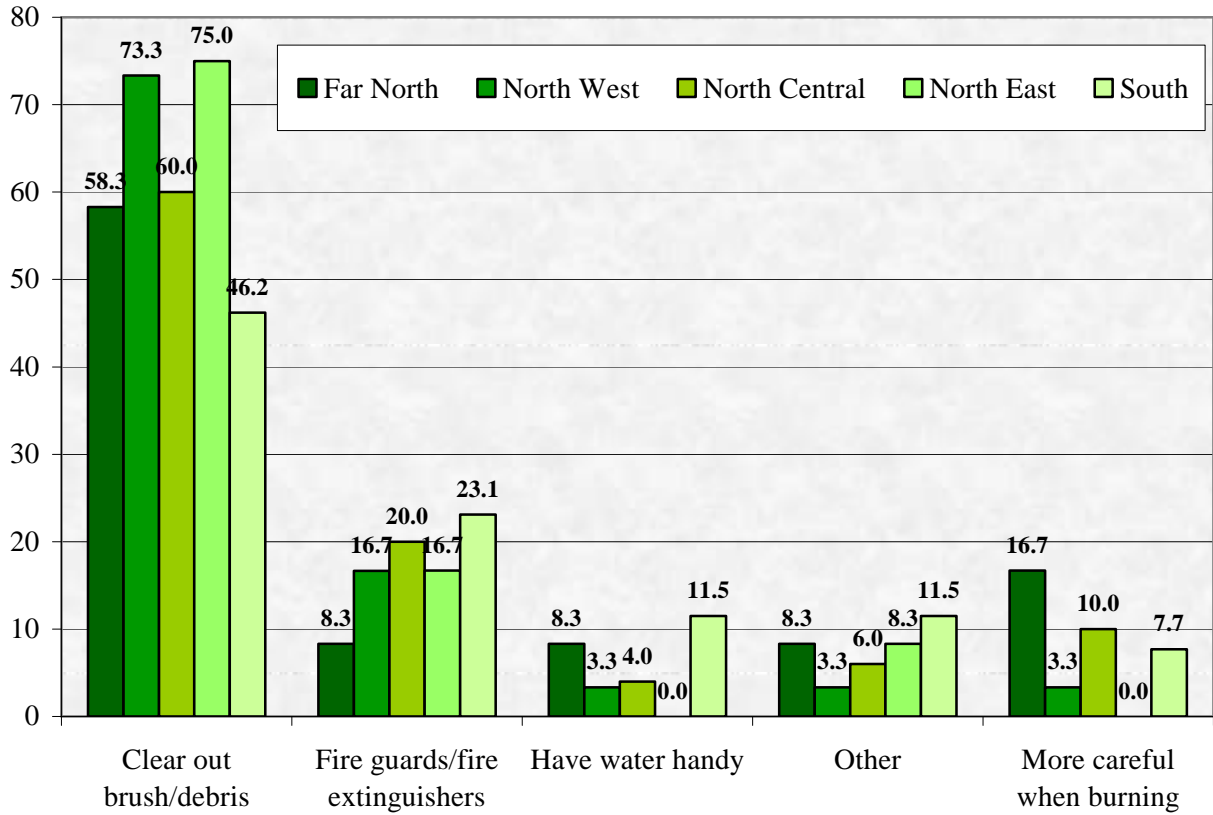
D9. Have you taken any measures to reduce the risk of wildfire to this property or business?



D10. What measures have you taken to reduce wildfire risk? (open-ended)

Respondents most frequently mention clearing out brush and debris as measures they take to reduce the risk of wildfire (chart below).

D10. What measures have you taken to reduce wildfire risk?



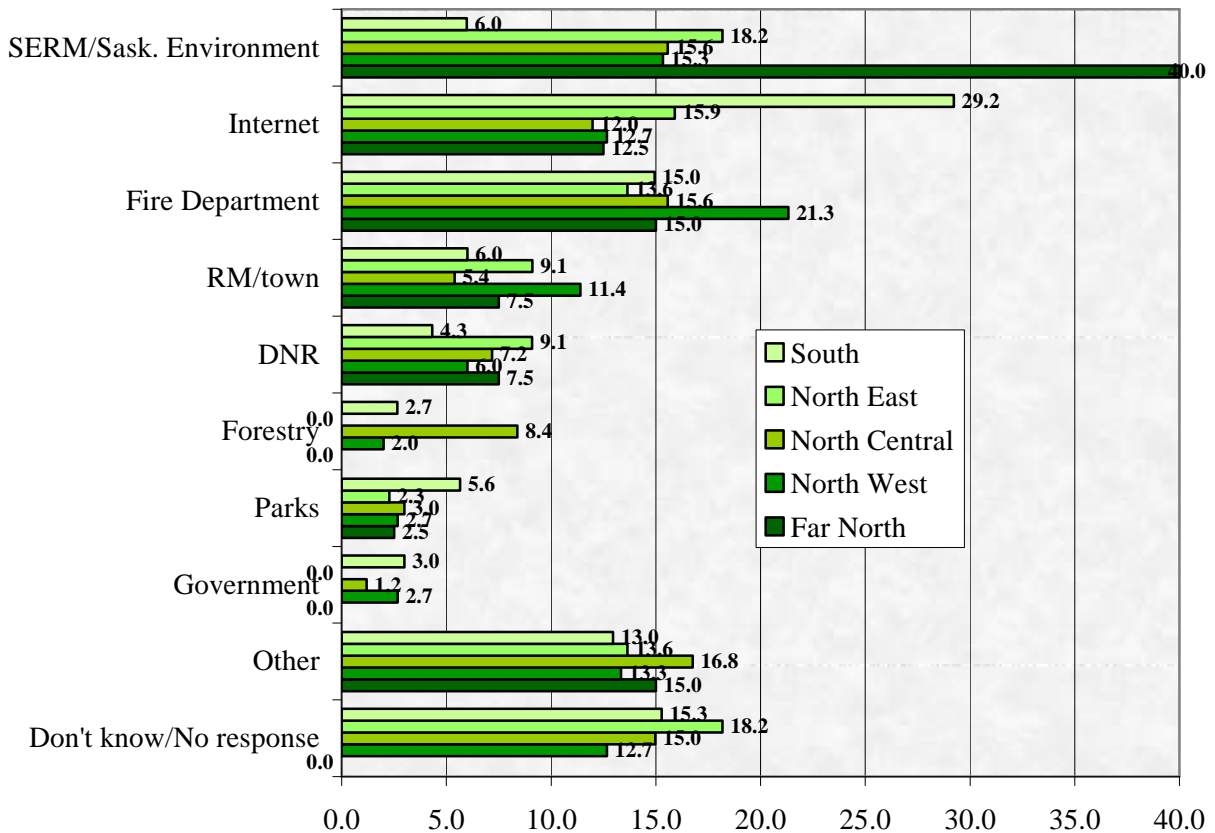
SECTION E: Wildfire Information

E1. Where would you go to get information about wildfire safety in general? (open-ended)

The chart below summarizes the distribution of response by area for sources of general information about wildfire safety.

- SE is considered a major source of information about wildfire safety.
 - Far North residents are far and away most likely to seek information from SE.
 - Conversely, residents of the South infrequently access information from SE.
- The Internet, especially for residents in the South, and fire departments are also popular.
- Municipal authorities are also significant sources of information.

E1. Where would you go to get information about wildfire safety in general?

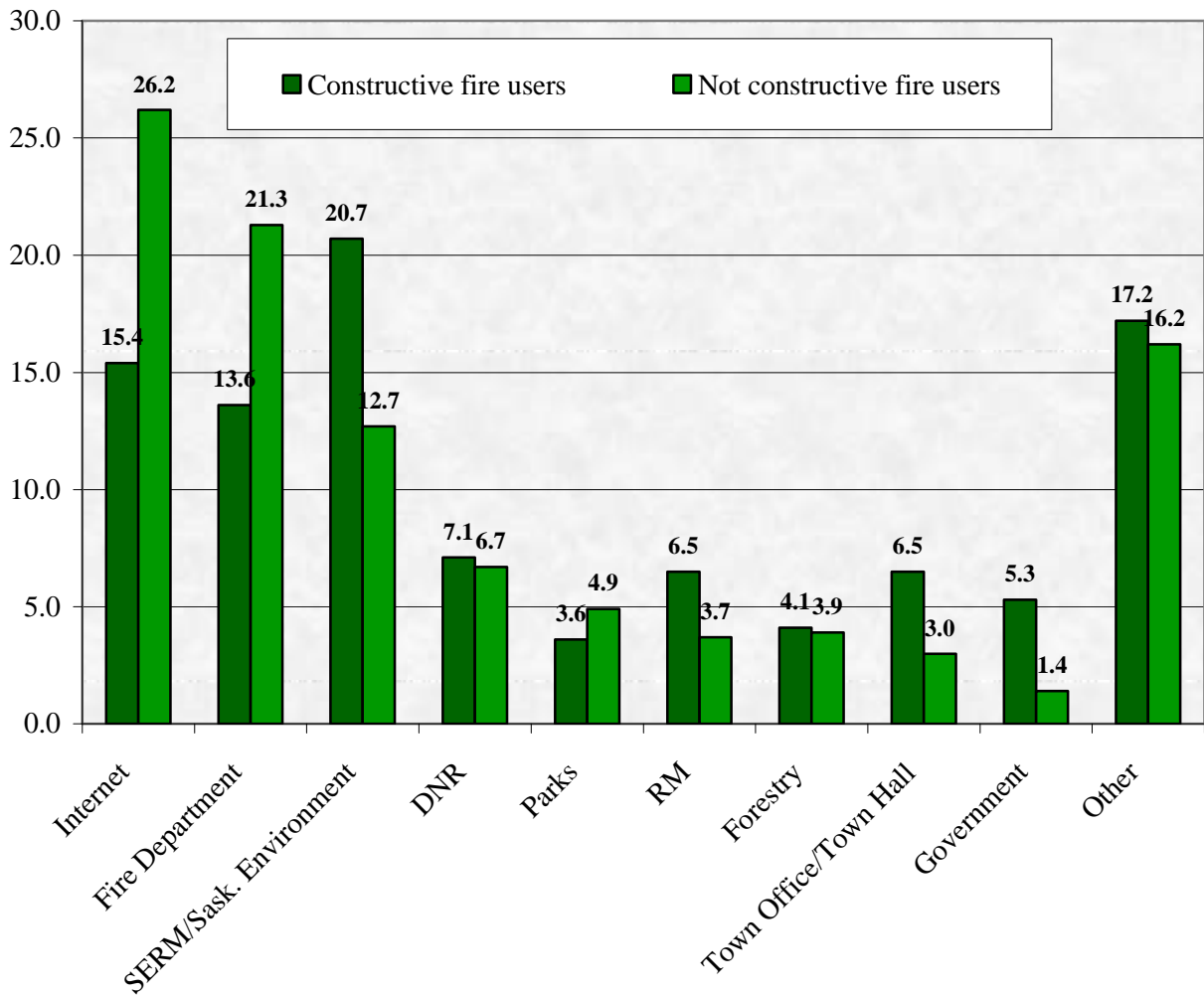


Statistical Significance

Constructive Fire Users vs. Others

Those who use fire for constructive purposes are more likely than others to identify SE as a source of general information about fire safety (chart below). The opposite is true of both the Internet and fire departments.

Likelihood of Reporting the Use of Sources of General Fire Safety Information

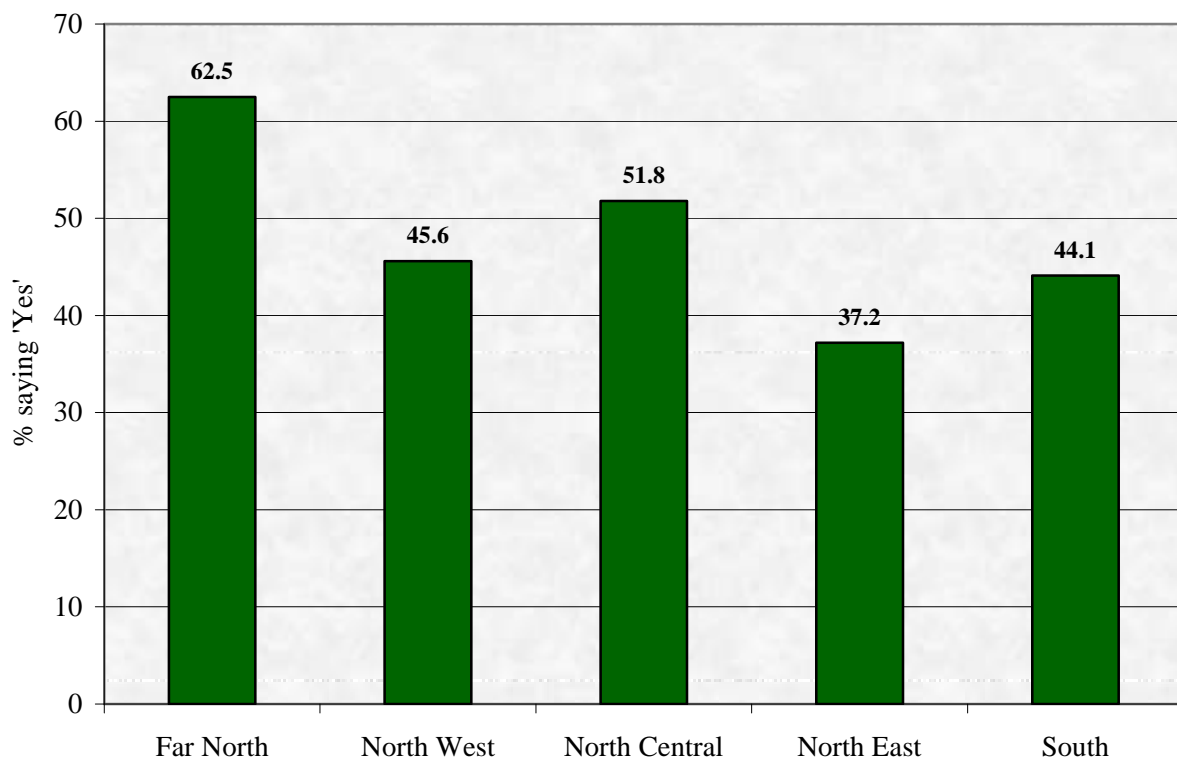


E2. In the past year have you heard information about wildfire safety in Saskatchewan?

Information about wildfire safety in general is being heard to differing degrees across the surveyed areas (chart below).

- General safety information is most frequently heard in the Far North (63%), while those in the North East area report the lowest incidence (37%).

E2. In the past year have you heard information about wildfire safety in Saskatchewan?

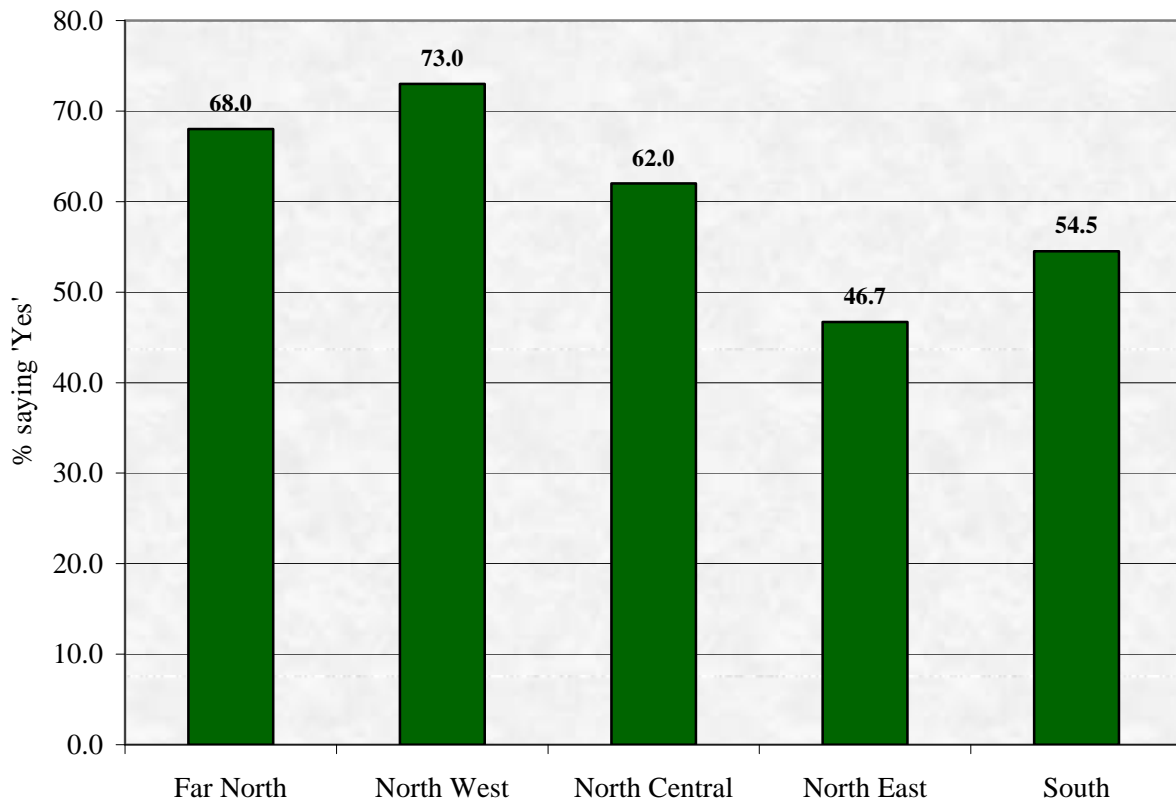


E3. Did you see or hear such information in news reports?

The extent to which general wildfire safety is being heard in news reports varies widely by survey area (chart below).

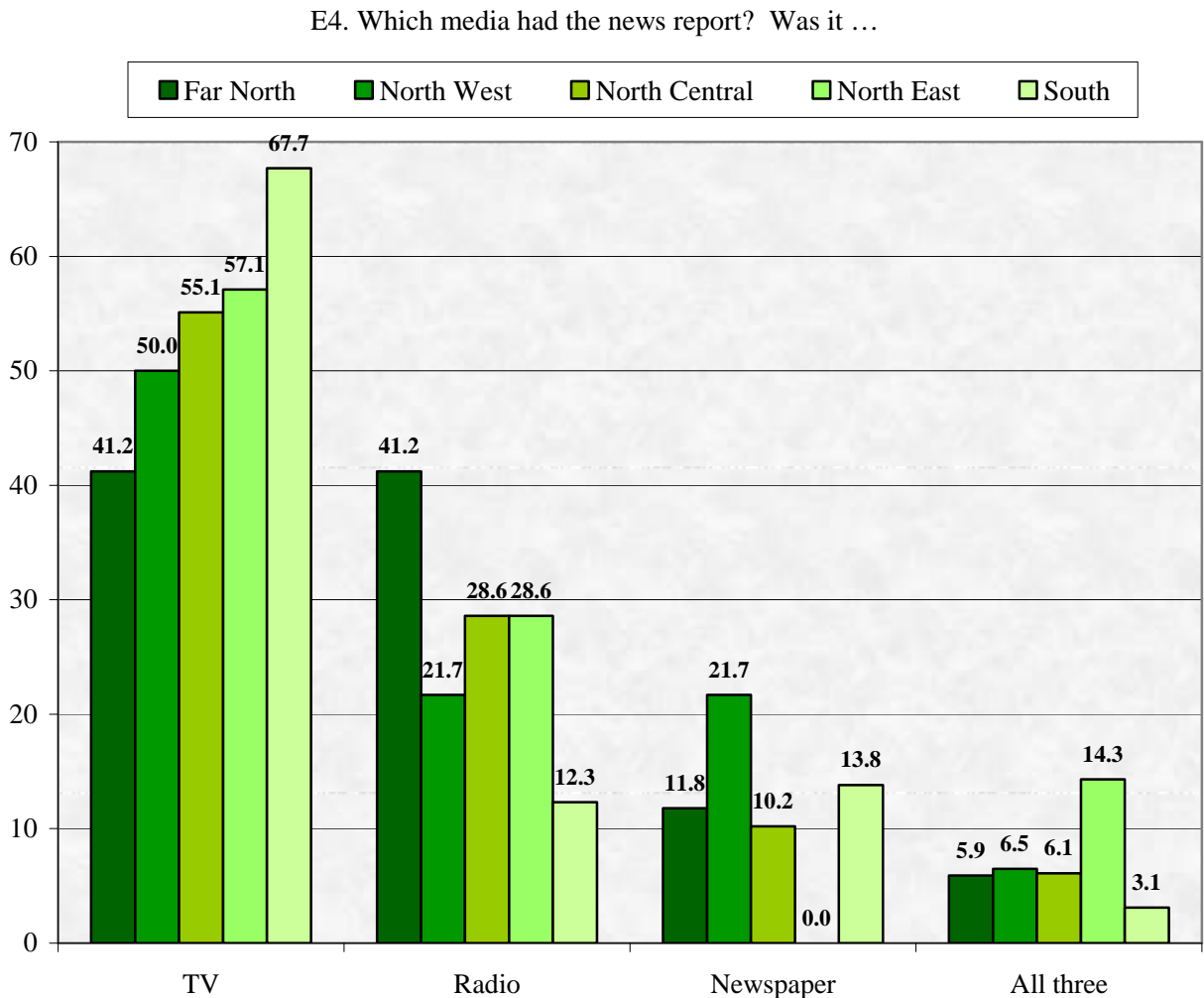
- News coverage appears to be highest in the North West (73%) and lowest in the North East (47%).

E3. Did you see or hear such information in news reports?



E4. Which media had the news report? Was it ...

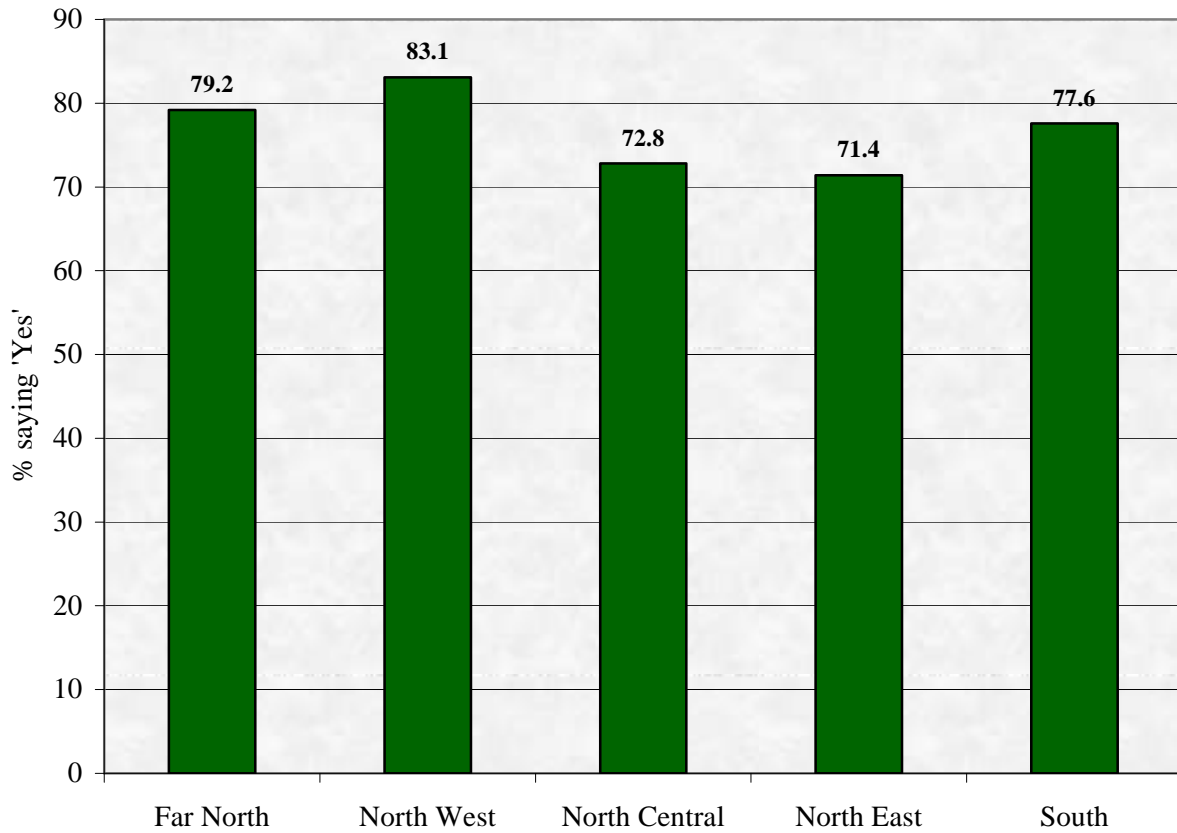
- Television is, by far, the most commonly reported medium for news reporting of general wildfire information (chart below).
 - Frequency of reporting TV is lowest in the Far North (41%) and highest in the South (68%). The areas in between show a steady rise from 50% in the North West to 55% in the North Central, then to 57% in the North East.
- For radio coverage, the situation is reversed between the Far North (41%) and the South (12%). The parkland areas show a similar pattern as for TV.



E5. Did you see or hear such information in an advertisement?

Fairly similar levels of reporting general wildfire information occur across the survey areas (chart below). A large proportion, in the range of three-quarters, of respondents reports hearing such ads.

E5. Did you see or hear such information in an advertisement?

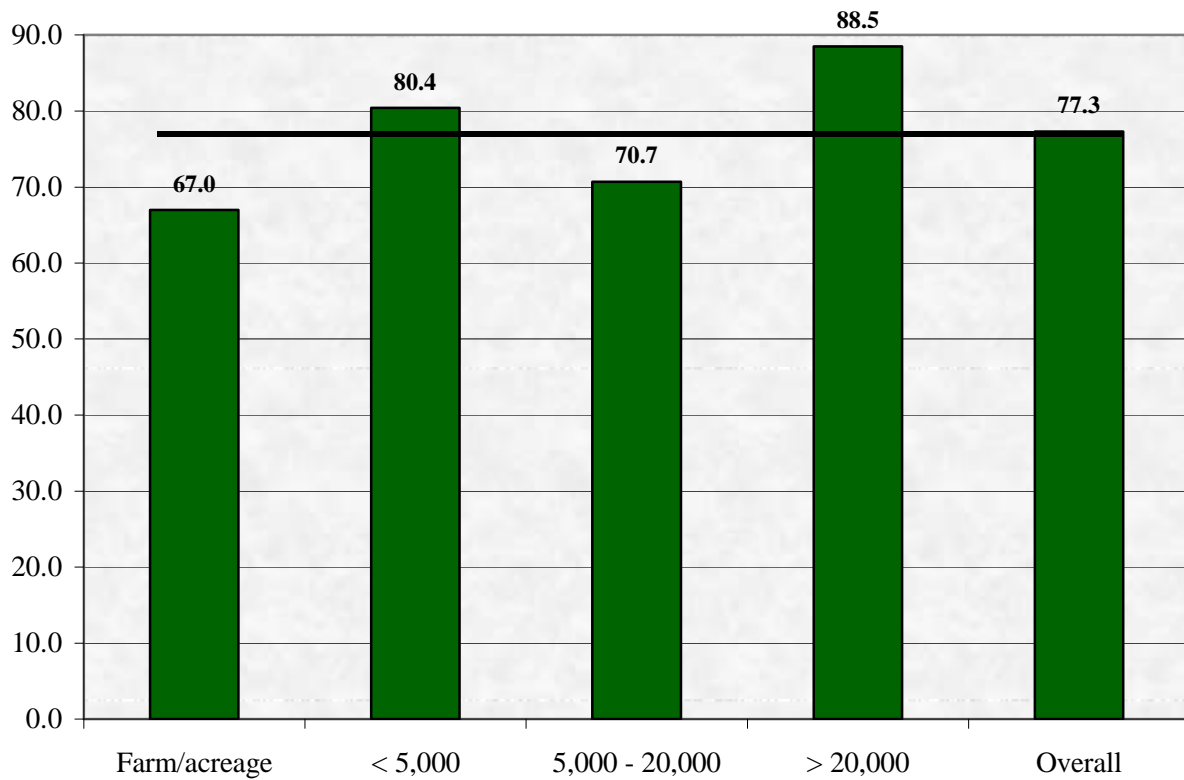


Statistical Significance

Residence Location

The chart below shows the differences by residence location in reported exposure to advertisement of general information about wildfire safety.

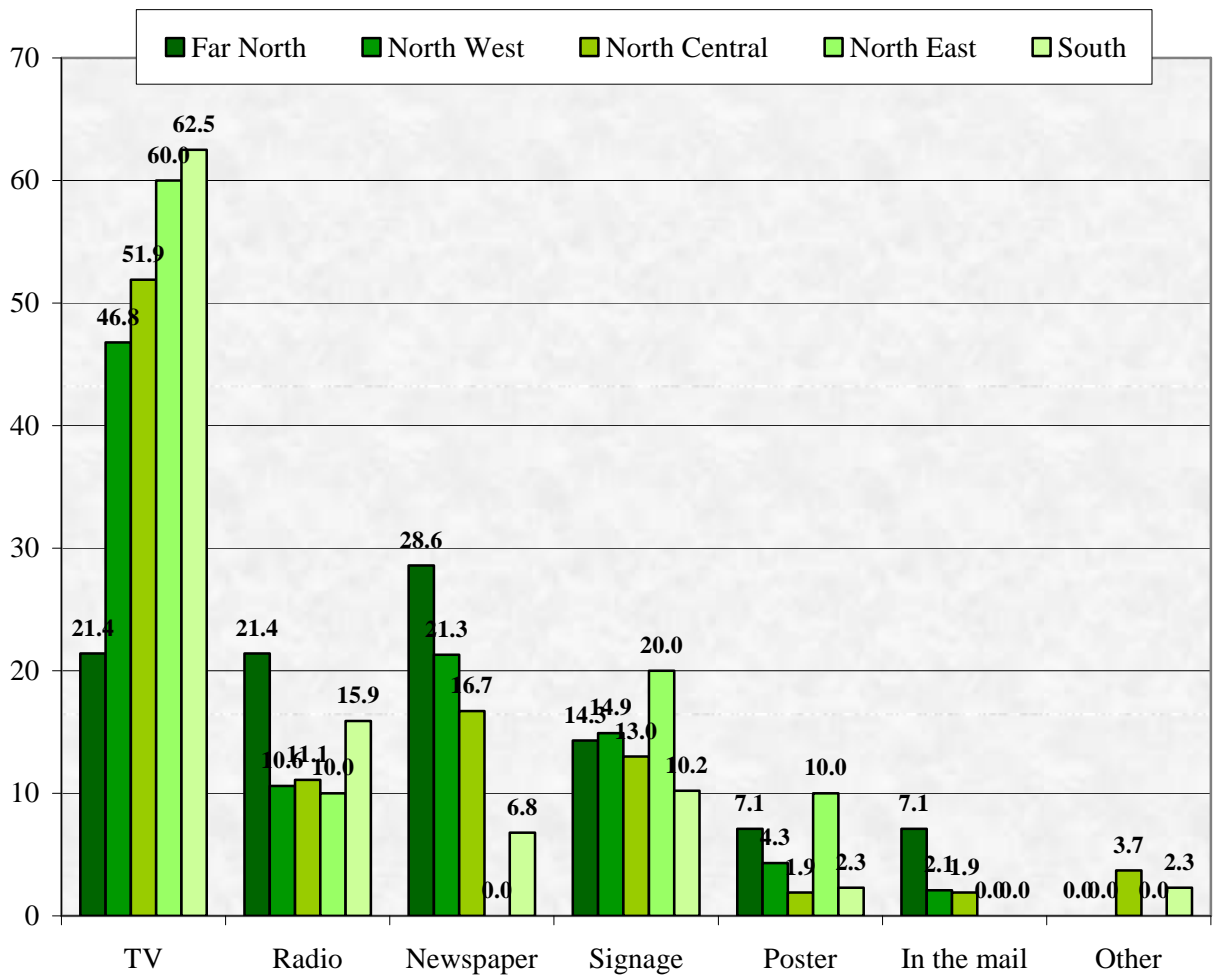
E5. Did you see or hear such information in an advertisement?
% saying 'Yes'



E6. Where was the advertisement? Was it ...

- The chart below shows that television is reported as the most prominent source of advertising in a pattern very similar to that for news reports (E4), except that those living in the Far North report TV ads much less frequently.
- Radio ads appear to be more common in both the Far North and South.
- The incidence of reporting newspaper ads generally declines from north to south.

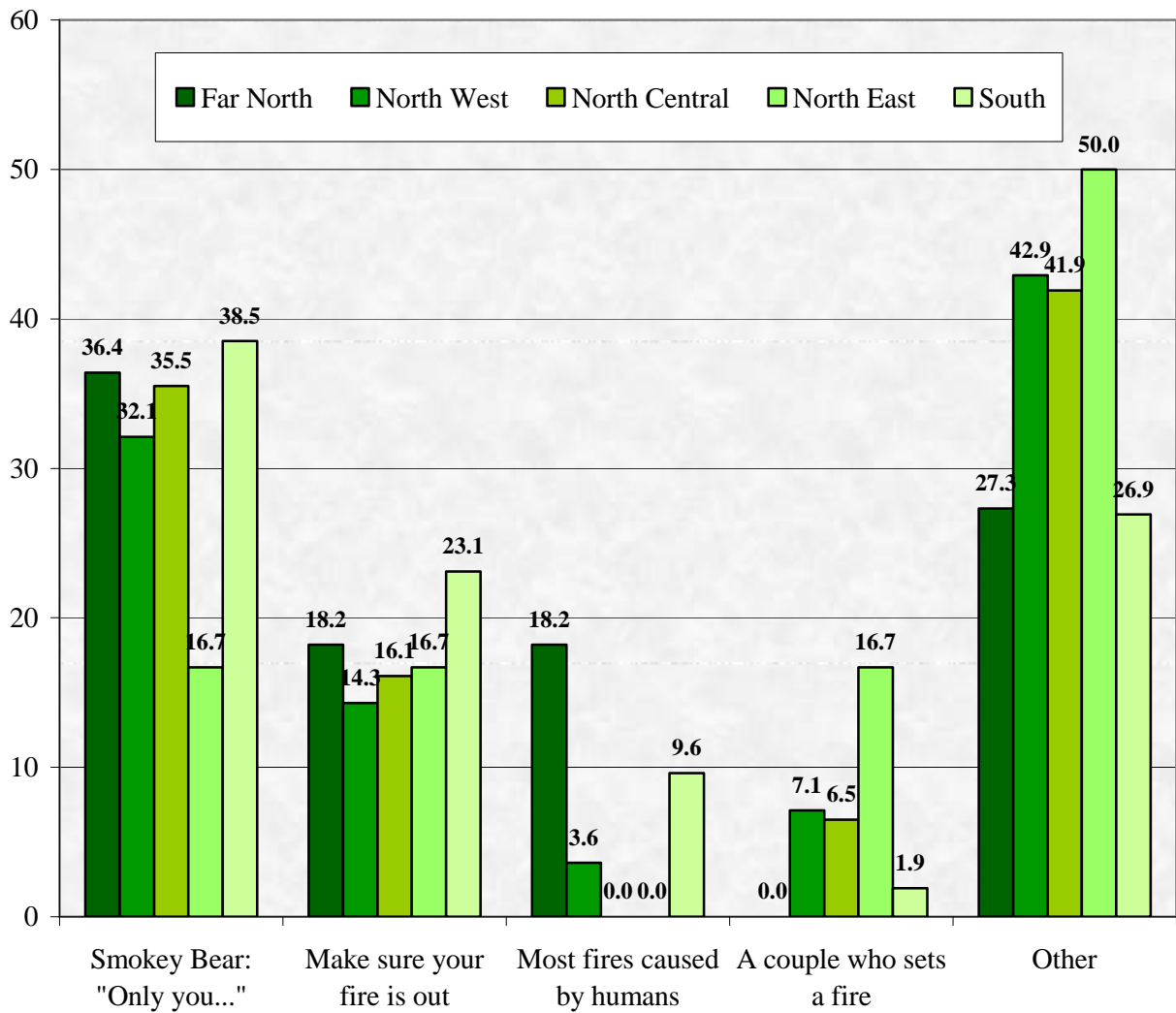
E6. Where was the advertisement? Was it ...



E7. Was there a specific message or slogan that you can recall from the advertisement? If so, what was it? (open-ended)

The chart below shows the distribution of open-ended responses to identify a specific message that respondents could recall from advertising about wildfire safety.

E7. Was there a specific message or slogan that you can recall from the advertisement? If so, what was it?

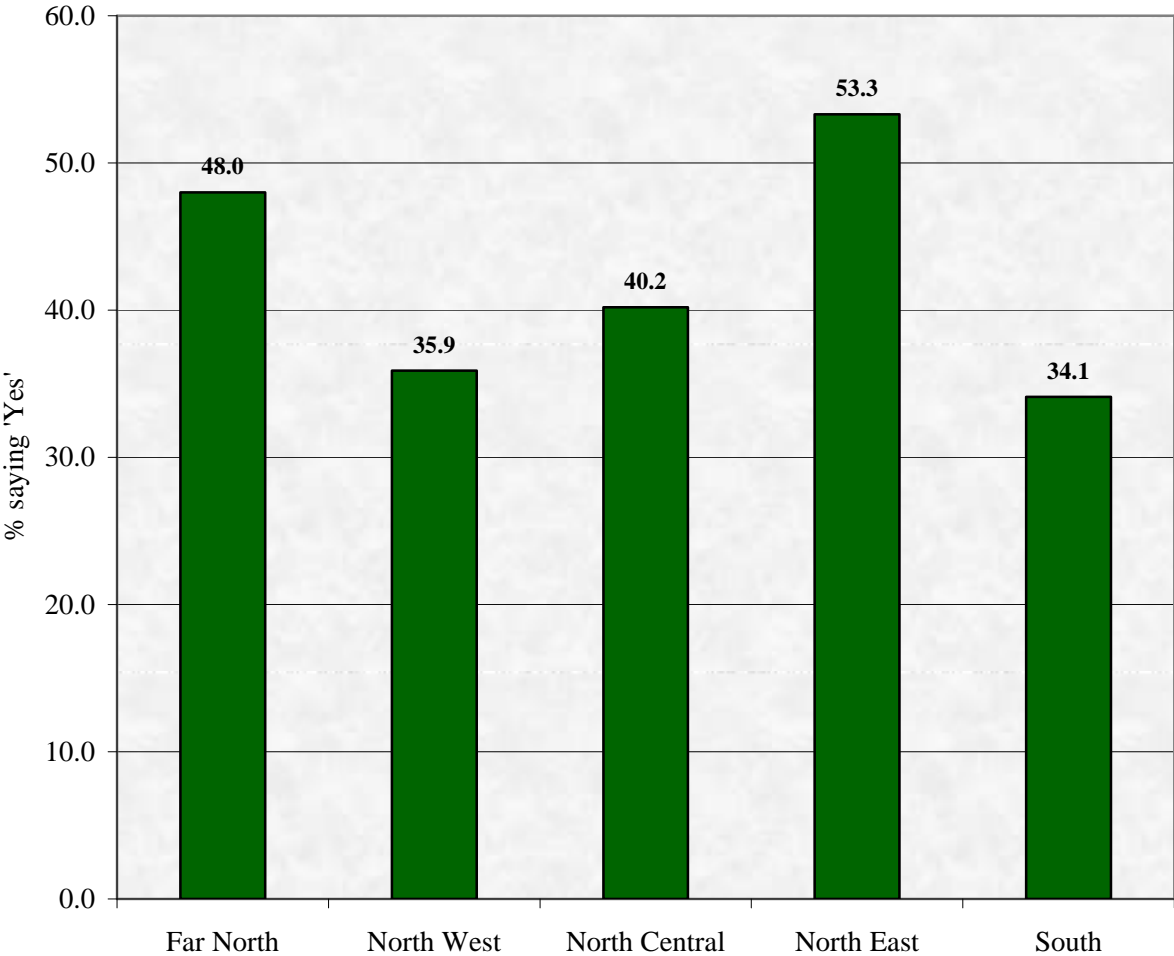


E8. Did you see or hear such information from some other source?

The chart below shows the differences among survey areas as to hearing information from other sources.

- Other general information sources are reported most frequently in the North East (53%) and least frequently in the South (34%).

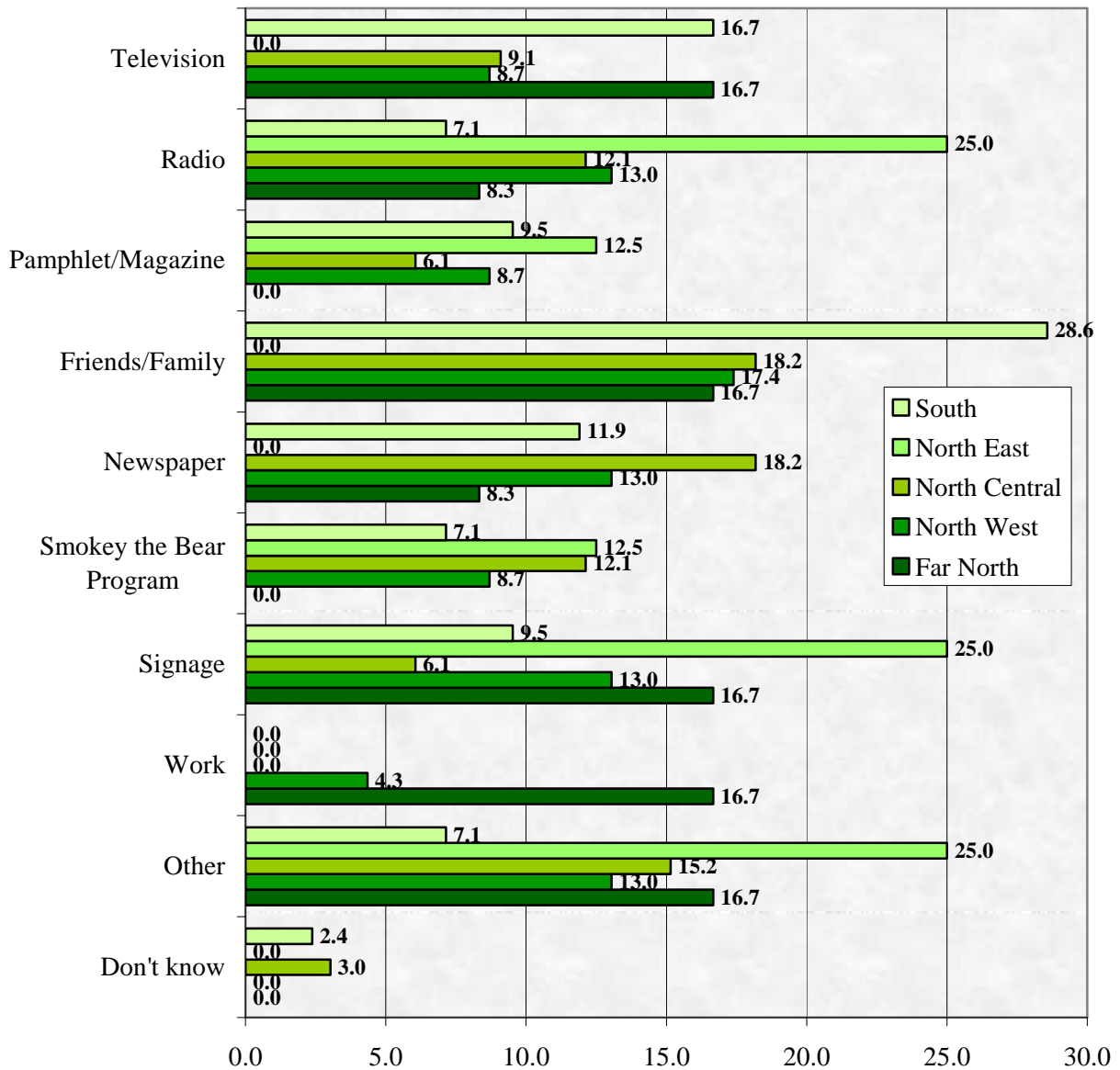
E8. Did you see or hear such information from some other source?



E9. What was this other source of information about wildfire safety? (open-ended)

Respondents' mentions of other sources of wildlife safety information are summarized in the chart below.

E9. What was this other source of information about wildfire safety?

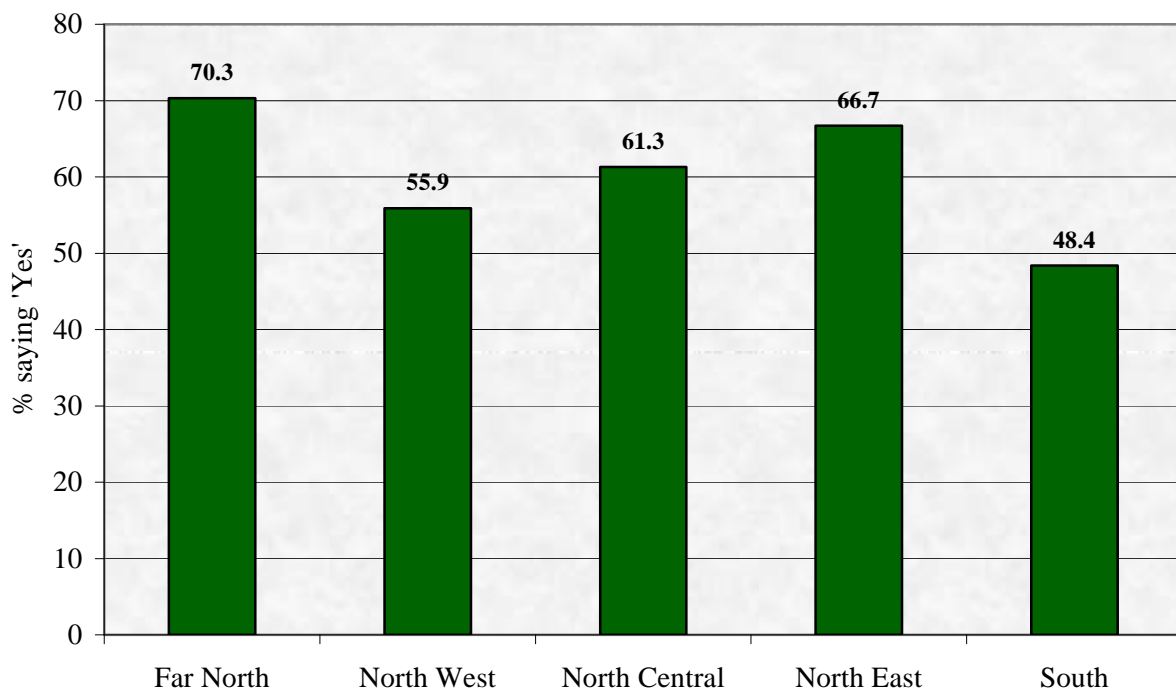


E10. Do you recall seeing or hearing this past summer the following fire awareness message from Saskatchewan Environment: “Be prepared ... don’t let your fire go wild.”?

Fairly large proportions of respondents across all survey areas recalled hearing the SE slogan (chart below).

- Slogan awareness was most frequently reported in the Far North (70%) and least frequently reported in the South (48%).
- In the parkland areas in between, awareness levels increased from west to east.

E10. Do you recall seeing or hearing this past summer the following fire awareness message from Saskatchewan Environment: “Be prepared ... don’t let your fire go wild.”?

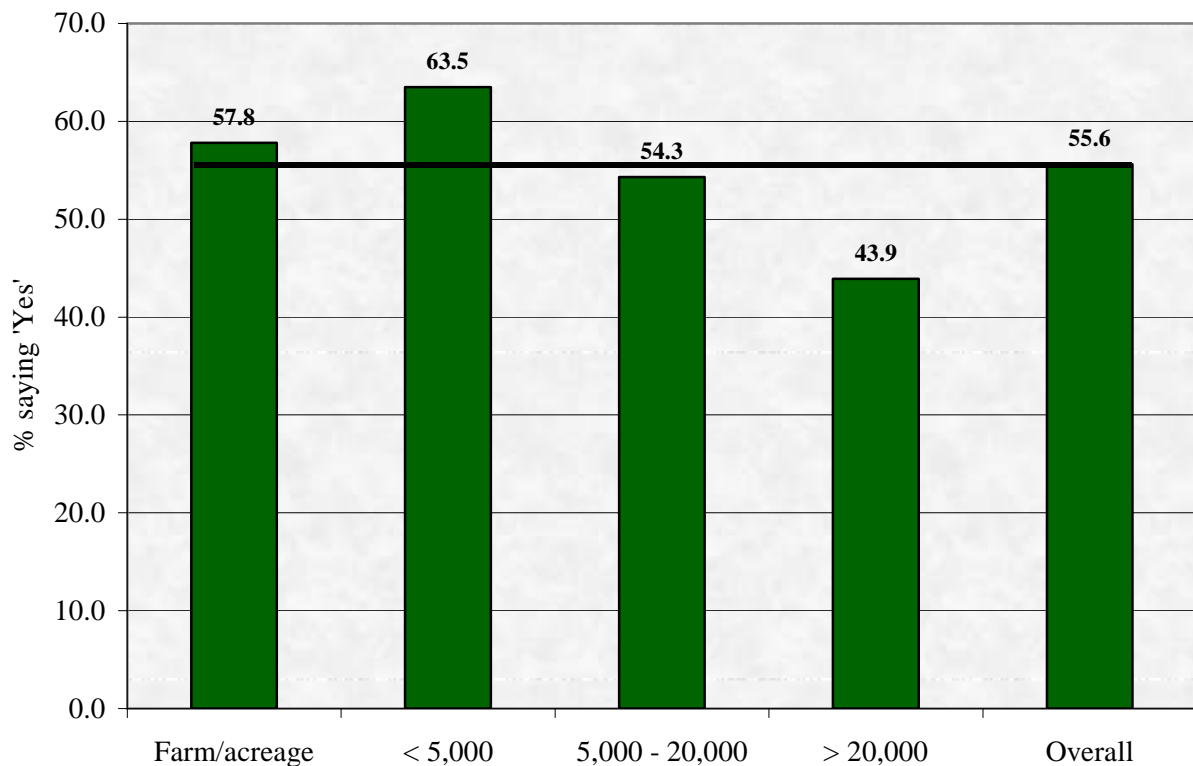


Statistical Significance

Residence Location

Recall of the SE slogan is higher among those living on farms and acreages and those in small communities (chart below). Recall levels decline as community size increases.

E10. Do you recall seeing or hearing this past summer the following fire awareness message from Saskatchewan Environment: "Be prepared ... don't let your fire go wild."

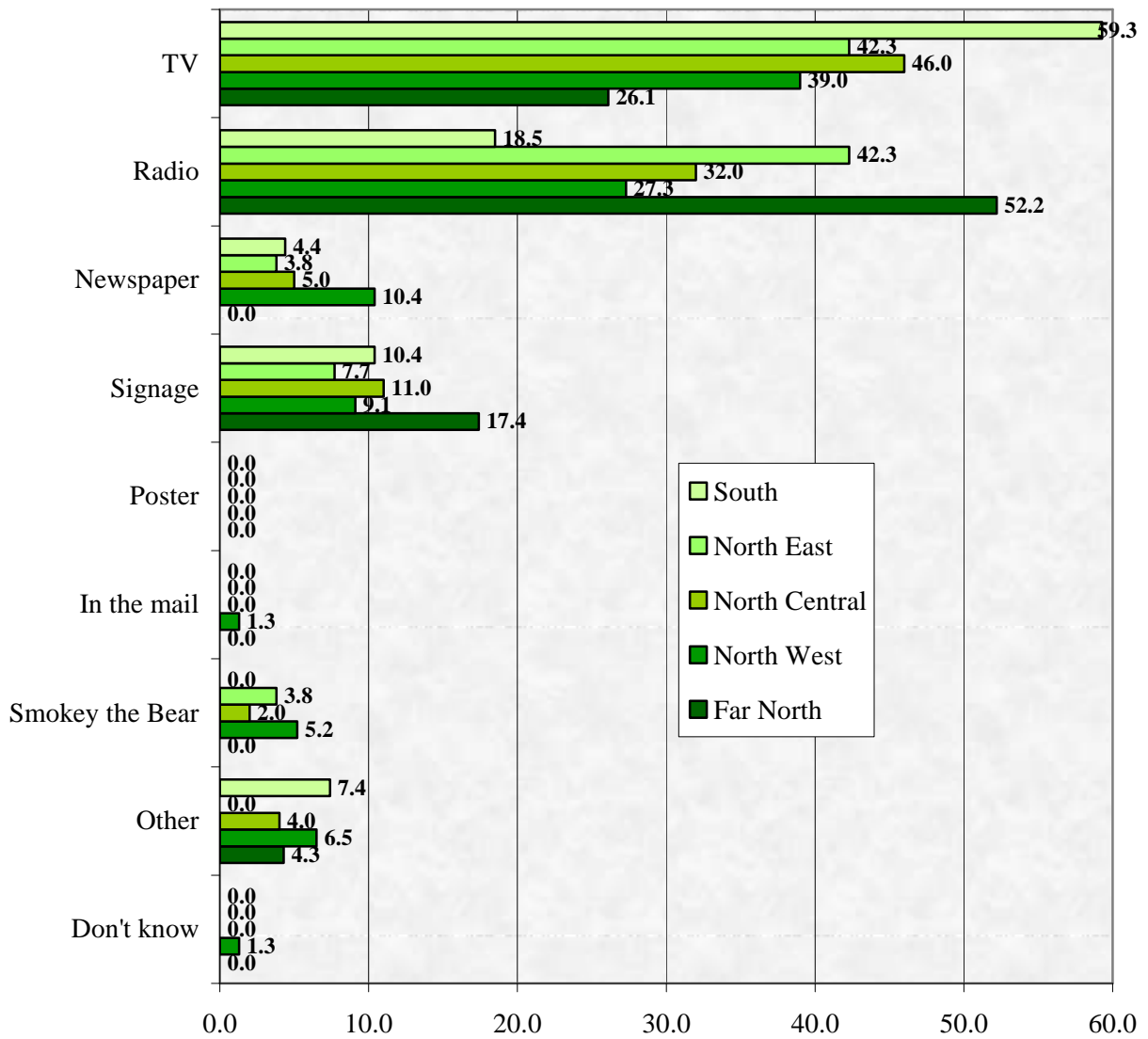


E11. Where did you see or hear the Saskatchewan Environment message? Was it ...

The chart below shows that television was the most commonly reported media source for the SE slogan, followed by radio and signage.

- The incidence of reporting television generally increases from north to south while, conversely, the incidence of reporting radio generally increases from south to north.
- Signage appears to be more prominent in the Far North.

E11. Where did you see or hear the Saskatchewan Environment message?



E12. Have you or anyone in your household used Saskatchewan Environment’s Website for information about wildfires?

Accessing SE’s Website for wildfire information varies considerably by area (chart below).

- While the opposite trend might have been expected, residents of the Far North (18%) are, by far, the most frequent users of the Website, while its use is nearly least common in the South (4%).

E12. Have you or anyone in your household used Saskatchewan Environment’s Website for information about wildfires?

