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- Survey Questionnaire

I. Methodology

Points West Consulting Inc. and Norsask Consumer Interviewing Services were commissioned by Saskatchewan Environment to conduct a **Fire Safety Awareness Survey** among Saskatchewan residents.

The survey project had a number of specific objectives:

- To measure the public's awareness of a series of wildfire safety-related issues
- To measure the public's awareness of recent wildfire safety messages, as well as prevention and educational initiatives sponsored by Saskatchewan Environment
- To measure whether prevention and educational activities related to wildfire safety have resulted in the public *taking action* to reduce wildfire risk and to increase their preparedness for dealing with wildfires

A 43-question Telephone Survey was completed using a Computer-Assisted Telephone Interviewing system (CATI), with a randomly selected sample of Saskatchewan respondents 18 years of age and over. The interviews were conducted between *March 17 and March 24 2006*.

600 respondents, divided between five geographic regions according to each region's proportion of the provincial population, constituted the **Provincial** survey respondents.

Provincial Geographic Regions

Region	Description	Number of Respondents	Percentage of Respondents
South	All residents south of a line from near Lloydminster in the West, to near Kamsack in the East	497	82.8%
North West	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from the Alberta border in the West, to the western edge of Prince Albert National Park in the East	18	3%
North Central	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from the western edge of Prince Albert National Park in the West, to a line running through the Tobin Lake region in the East	48	8%
North East	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from a line running through the Tobin Lake region in the West, to the Manitoba border in the East	18	3%
Far North	All land north of a line approximating the northern limit of surveyed land covering rural municipalities, from the Alberta border in the West, to the Manitoba border in the East	19	3.2%

An over sample of 200 respondents was called within the **Forest Fringe Region** of Saskatchewan (the North West, North Central and North East Regions). These 200 respondents were combined with the 84 Forest Fringe respondents included within the provincial sample, to provide a total of 284 respondents from the **Forest Fringe** area for reporting purposes.

Forest Fringe Geographic Regions

Region	Description	Number of Respondents	Percentage of Respondents
North West	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from the Alberta border in the West, to the western edge of Prince Albert National Park in the East	60	21.1%
North Central	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from the western edge of Prince Albert National Park in the West, to a line running through the Tobin Lake region in the East	163	57.4%
North East	From the south line described above, north to a line approximating the northern limit of surveyed land covering rural municipalities, from a line running through the Tobin Lake region in the West, to the Manitoba border in the East	61	21.5%

A survey sample of 600 respondents within the Saskatchewan population, produces survey results with a Margin of Error of **+/-4%** to a 95% Confidence Level. A survey sample of 284 respondents within the Saskatchewan population, produces survey results with a Margin of Error of **+/-5.8%** to a 95% Confidence Level.

The survey results were reviewed and analyzed against a series of demographic and geographic variables, which included:

- Age
- Community Size
- Education Level
- Employment Status
- Gender
- Geographic Region (South, North West, North Central, North East and Far North)
- High-Speed Internet Access
- Home Ownership
- Household Income

II. Executive Summary

- 76.3% of *Provincial* respondents and 75.6% of *Forest Fringe* respondents use fire for **recreational** purposes (such as building campfires)
- When asked what actions they take to ensure their campfires are **safe**, both *Provincial* and *Forest Fringe* respondents list the same top four steps:
 - Build in Existing Barbeque or Fire Pits
 - Keep Water Handy
 - Build Fire on Dirt/Sand/Rocks
 - Clear Away Debris
- When asked what steps they take to ensure their campfires are **out**, *Provincial* respondents list the following top four steps:
 - Drown Fire in Water
 - Watch until Fire is Out
 - Float and Stir Coals
 - Cover Fire with Dirt/Sand
- When asked what steps they take to ensure their campfires are **out**, *Forest Fringe* respondents list the following top four steps:
 - Drown Fire in Water
 - Float and Stir Coals
 - Watch until Fire is Out
 - Check Coals for Heat
- 24.6% of *Provincial* respondents and 41.1% of *Forest Fringe* respondents engage in one or more **constructive uses** of fire related to their home, cottage or place of work
- When asked what *types* of fires require **Provincial Burning Permits**, *Provincial* respondents list the following top four suggestions:
 - All Open Fires
 - Burning of Stubble or other Crop Residue
 - Burning of Grass in Ditches and/or Sloughs
 - Burning of Garbage
- When asked what *types* of fires require **Provincial Burning Permits**, *Forest Fringe* respondents list the following top four suggestions:
 - All Open Fires
 - Burning of Grass in Ditches and/or Sloughs
 - Burning of Stubble or other Crop Residue
 - Burning of Garbage

- When asked *where* **Provincial Burning Permits** are required, *Provincial* respondents list the following top four suggestions:
 - Parks
 - Near Forests (General)
 - Cities/Towns
 - With 4.5 kilometres of a Provincial Forest
- When asked *where* **Provincial Burning Permits** are required, *Forest Fringe* respondents list the following top four suggestions:
 - Within 4.5 Kilometres of a Provincial Forest
 - Parks
 - Near Forests (General)
 - Cities/Towns
- When asked what *time of year* **Provincial Burning Permits** are required, *Provincial* respondents list the following top four suggestions:
 - Summer
 - Fall
 - Year Round
 - Spring
- When asked what *time of year* **Provincial Burning Permits** are required, *Forest Fringe* respondents list the following top four suggestions:
 - April 1 to October 31
 - Summer
 - Spring
 - Fall
- When asked which *agency* issues **Provincial Burning Permits**, 33.5% of *Provincial* respondents and 59% of *Forest Fringe* respondents list **Saskatchewan Environment** in one form or another (Using the Terms: DNR, Sask. Environment, SERM and Forest Protection Branch)
- 20.7% of *Provincial* respondents and 43.6% of *Forest Fringe* respondents say they own a residence, cottage or business **in or near forested lands** in central or northern Saskatchewan
- 52.8% of *Provincial* respondents and 47.9% of *Forest Fringe* respondents who own property in or near forested lands say **all** of their property is **insured**
- 24.5% of *Provincial* respondents and 27.1% of *Forest Fringe* respondents who own property in or near forested lands have seen or heard **information** recently about how to **protect their property or business** from the risk of wildfires
- 35.5% of the *Provincial* respondents and 43.9% of the *Forest Fringe* respondents had seen or heard this information about how to protect their property from the risk of wildfires in **news reports**

- 25.9% of the *Provincial* respondents and 29% of the *Forest Fringe* respondents had seen or heard this information about how to protect their property from the risk of wildfires in **advertisements**
- When asked what **steps they've taken to reduce the risk of wildfire to their property**, *Provincial* respondents listed the following top four:
 - Clear Brush and Debris
 - Build Fire Breaks and Fire Guards
 - Keep Water Handy
 - Keep Fire Extinguishers Handy
- When asked what **steps they've taken to reduce the risk of wildfire to their property**, *Forest Fringe* respondents list the following top four:
 - Clear Brush and Debris
 - Build Fire Breaks and Fire Guards
 - Keep Water Handy
 - More Careful (General)
- When asked what **conditions** they take into account when lighting a fire, both the *Provincial* and *Forest Fringe* respondents listed the same top four considerations:
 - Wind Speed
 - Wind Direction
 - Soil Moisture Level
 - Weather Conditions
- When asked who they think is **responsible for the cost of putting out wildfires caused by humans**, *Provincial* respondents listed the following top four suggestions:
 - Provincial Government
 - Whoever Starts the Fire
 - Local Government/RM
 - Federal Government
- When asked who they think is **responsible for the cost of putting out wildfires caused by humans**, *Forest Fringe* respondents list the following top four suggestions:
 - Provincial Government
 - Whoever Starts the Fire
 - Local Government/RM
 - Taxpayers
- When asked to list the **first action** they would take upon discovering a wildfire, *Provincial* respondents had the following top four suggestions:
 - Report the Fire
 - Evacuate or Get Away from the Area of the Fire
 - Try to Put the Fire Out
 - Go for Help

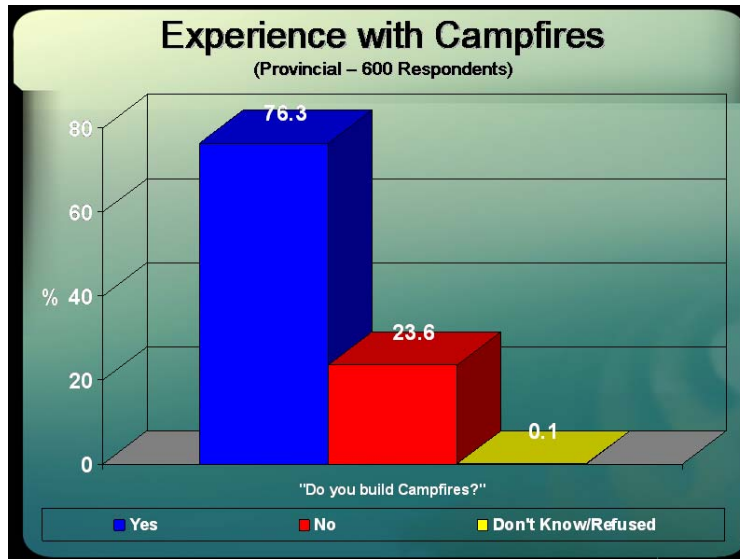
- When asked to list the **first action** they would take upon discovering a wildfire, *Forest Fringe* respondents had the following top four suggestions:
 - Report the Fire
 - Try to Put the Fire Out
 - Evacuate or Get Away from the Area of the Fire
 - Go for Help
- When asked to whom they would **report** a wildfire, *Provincial* respondents had the following top four suggestions:
 - 9-1-1
 - Local Fire Department
 - Local Police or RCMP Detachment
 - DNR
- When asked to whom they would **report** a wildfire, *Forest Fringe* respondents had the following top four suggestions:
 - 9-1-1
 - Local Fire Department
 - DNR
 - SERM
- *Forest Fringe* respondents were *more likely* than their *Provincial* counterparts to say that they would **report** a wildfire to **Saskatchewan Environment** (22.7% vs. 8.4%), using the terms: DNR, SERM, and Sask. Environment
- When asked where they would go to **access general information about wildfire safety**, *Provincial* respondents had the following top four suggestions:
 - Website
 - Fire Department
 - Parks
 - Forest Protection Branch
- When asked where they would go to **access general information about wildfire safety**, *Forest Fringe* respondents had the following top four suggestions:
 - Website
 - Fire Department
 - DNR
 - SERM
- *Forest Fringe* respondents were *much more likely* than their *Provincial* counterparts to say they would access wildfire safety information through **Saskatchewan Environment** - 47.4% vs. 22.4%. The terms DNR, SERM, Forest Protection Branch and Sask. Environment were all used by these respondents
- 50.2% of *Provincial* respondents and 60.7% of *Forest Fringe* respondents recall seeing or hearing the Saskatchewan Environment Fire Awareness Message: **“Be Prepared...Don’t Let Your Fire Go Wild”**, during the past year

- 38.9% of *Provincial* respondents and 35.4% of *Forest Fringe* respondents recalled seeing the **Saskatchewan Environment Television advertisement** with this wildfire safety message, during the past year
- 4.6% of *Provincial* respondents and 7.8% of *Forest Fringe* respondents have had a household member visit the **Saskatchewan Environment Website** to look for information about wildfires

III. Recreational Use

The survey began by asking respondents whether they used fire for recreational purposes, such as building campfires. **Chart 1** shows 76.3% of respondents from across the province do use fire for recreational purposes, such as building campfires.

Chart 1



Throughout this report, demographic sub-groups, which varied significantly from the Total Sample response, will be displayed in **Demographic Variance** Charts. On these charts, the Total Sample response will always be displayed in an orange-colored column. To the left of the Total Sample response will be any demographic sub-groups, which were significantly *less likely* than the Total Sample to agree with that point of view. To the right of the Total Sample response will be any demographic sub-groups, which were *more likely* than the Total Sample to agree with that point of view.

The first of these **Demographic Variance** Charts appears on the following page. **Chart 2** shows survey respondents 65 Years of Age and older were the *least likely* of all to say that they build campfires (52.1% vs. 76.3% for the Total Sample). At the other end of the scale, respondents 18 to 24 Years of Age were the *most likely* of all to say that they use campfires (90% vs. 76.3% for the Total Sample).

Chart 2

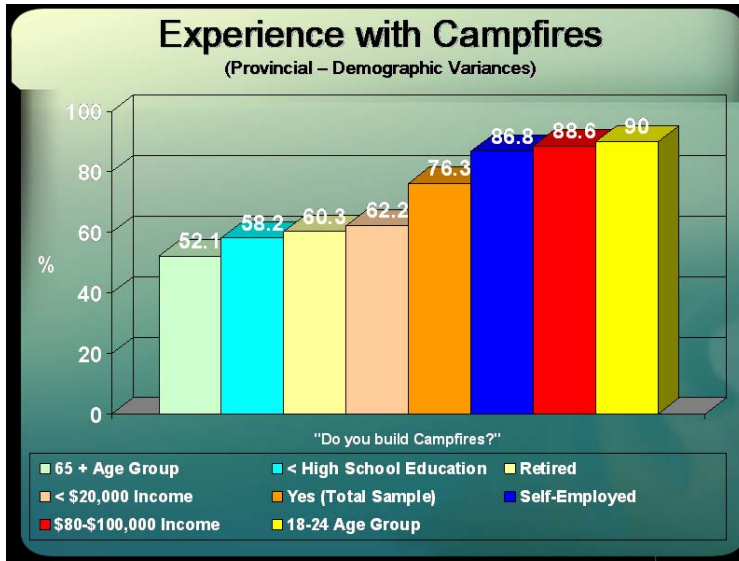


Chart 3 shows 75.6% of all survey respondents from the Forest Fringe area of the province said they build campfires.

Chart 3

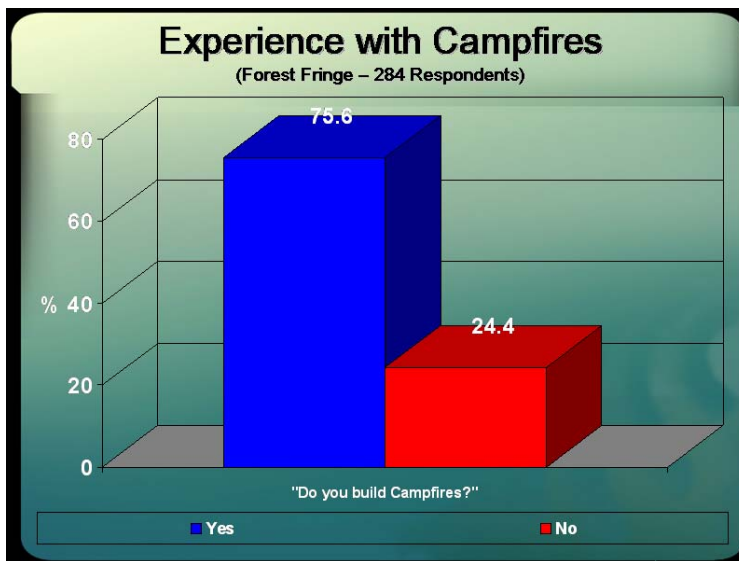
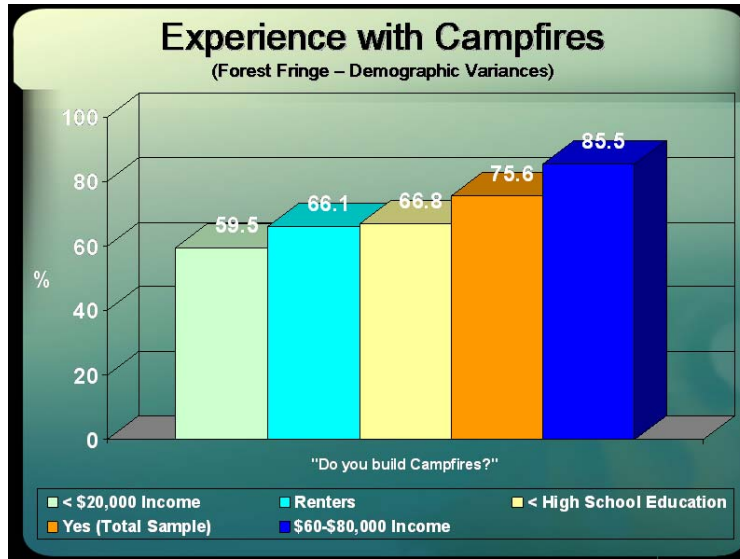


Chart 4 shows those Forest Fringe survey respondents with annual Household Incomes of less than \$20,000 were the *least likely* of all to say they build campfires (59.5% vs.

75.6% for the Total Sample). Forest Fringe survey respondents with annual Household Incomes of \$60,000 to \$80,000 a year were the *most likely* to say they use fire for recreational purposes, such as building campfires (85.5% vs. 75.6%).

Chart 4



Next, the 458 Provincial Respondents who said they build campfires were asked to explain what they do to keep their campfires **safe**. Respondents were prompted to provide up to three responses, therefore the percentages reported will total more than 100%. **Chart 5** shows 66.3% of all Provincial Respondents said they keep their campfires safe by building the fire in *Existing Barbeque or Fire Pits*.

Chart 5

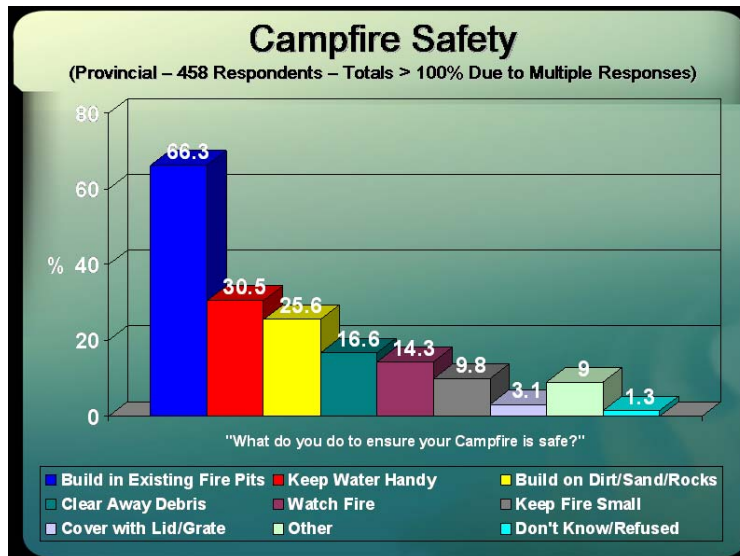
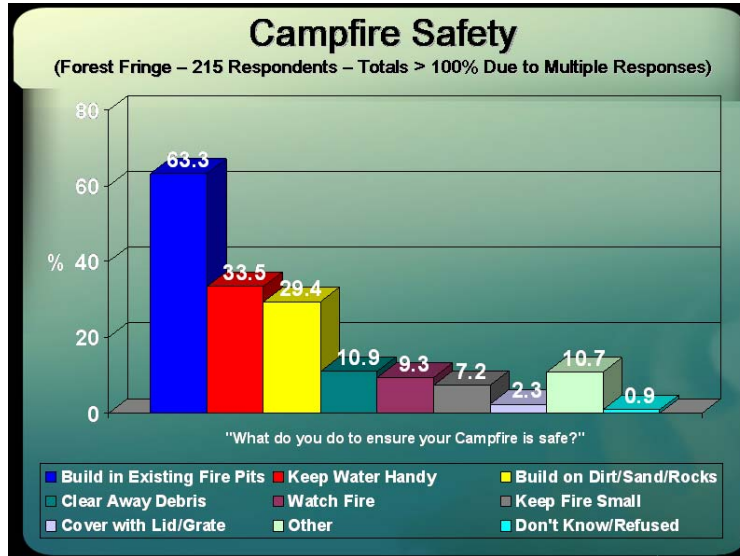


Chart 6 shows the 215 Forest Fringe respondents who build campfires had the same top seven responses as their Provincial counterparts, when it came to listing ways to keep campfires **safe**.

Chart 6



Next, the 458 Provincial respondents who build campfires were asked to list the steps they take to ensure their campfire is out. **Chart 7** shows 89.3% of these respondents said they *Drown the Fire in Water*. 26.9% said they *Watch until the Fire is Out*, while 21.7% said they *Float and Stir the Coals* to ensure their campfire is out.

Chart 7

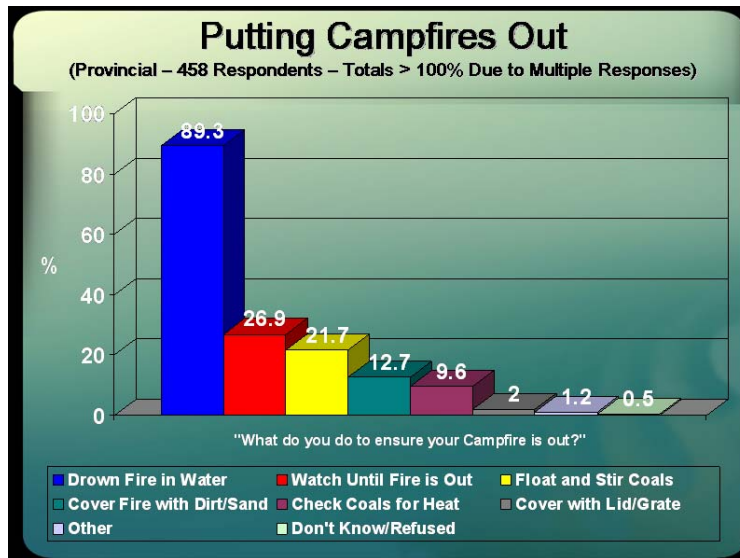
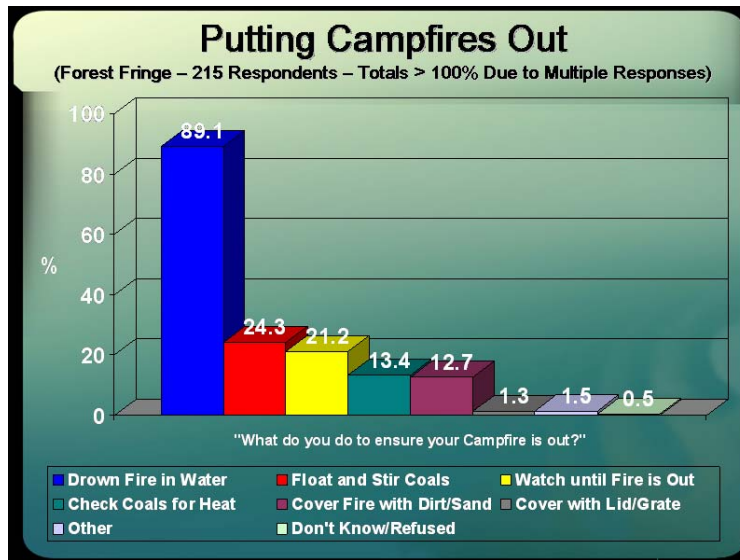


Chart 8 shows Forest Fringe respondents are slightly more likely than Provincial respondents to say they *Float and Stir the Coals* of campfires to ensure they are out.

Chart 8



IV. Constructive Use

The next series of questions asked respondents about their constructive use of fire for activities related to their work, and to clean-up activities around properties such as

homes and cottages. **Chart 9** shows 13% of all Provincial respondents use fire to clean up around their *residence*. 6.3% use fire for clean-up activities related to their *cottage*, and 5.3% say they use fire in their *work*. Because respondents were allowed to list more than one type of constructive use activity, the percentages total more than 100%. In total, 24.6% of Provincial respondents engaged in one or more of these fire activities.

Chart 9

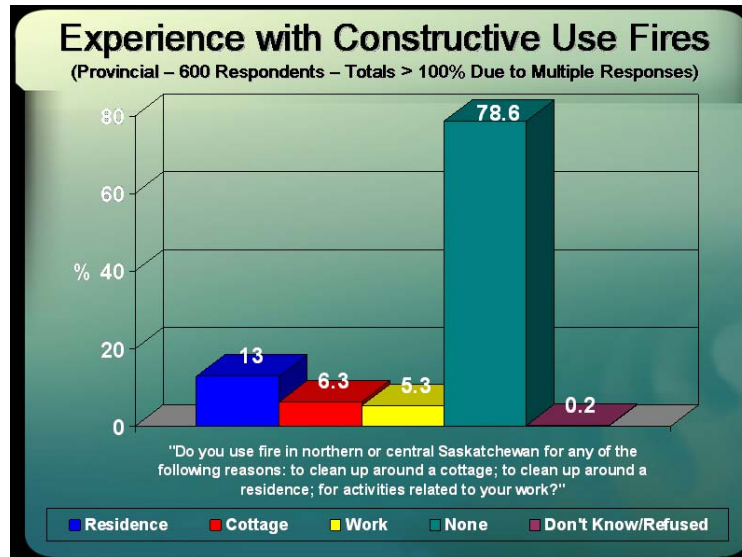


Chart 10 on the following page shows four demographic sub-groups were significantly *less likely* than the Total Sample to say that they engaged in one or more constructive fire use activities. Respondents from communities of less than 10,000 Population were the *least likely* of all to say this (9.9% vs. 24.6% for the Total Sample).

At the other end of the scale, four demographic sub-groups were significantly *more likely* than the Total Sample to say that they engaged in one or more constructive fire use activities. Farmers were the respondents *most likely* of all to say that they engaged in these types of activities (72.6% vs. 24.6% for the Total Sample).

Chart 10

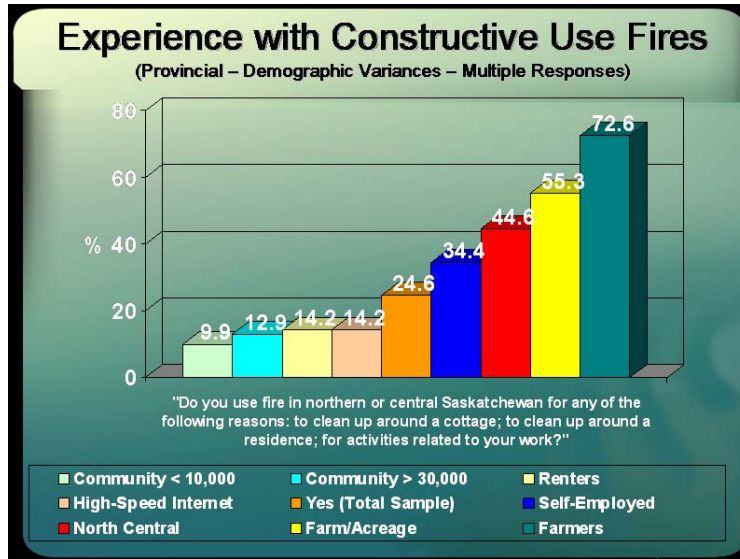


Chart 11 shows 22.8% of the Forest Fringe respondents use fire for clean-up activities around their *residence*. 12.9% of these respondents use fire at their *work*, and 5.4% use fire in and around their *cottage*. In total, 41.1% of the Forest Fringe survey respondents use fire for one or more of the constructive use activities listed.

Chart 11

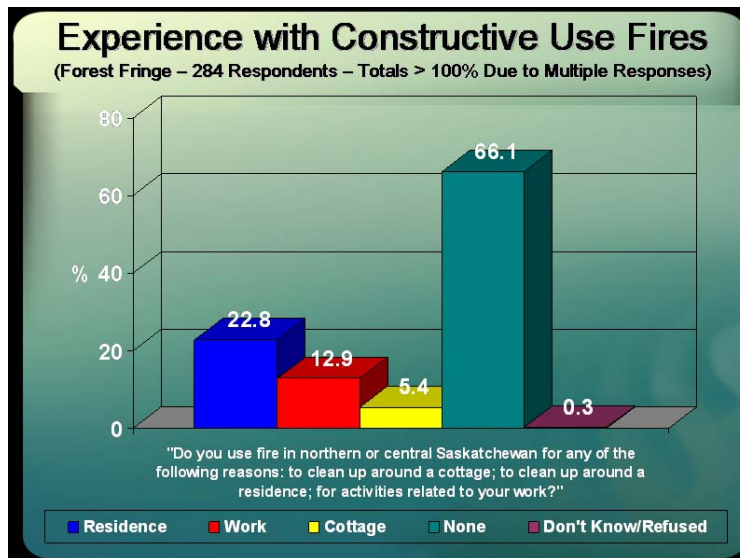
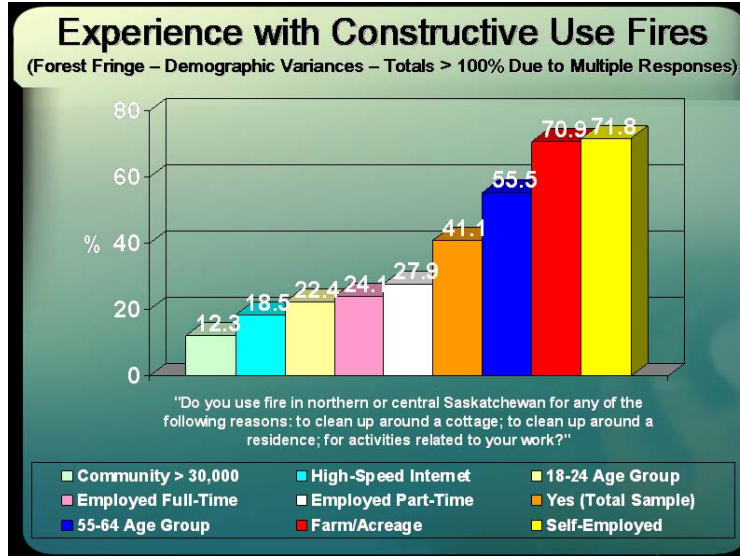


Chart 12 shows five demographic sub-groups significantly *less likely* than the Total Sample to say they engaged in one or more of the constructive fire use activities. Respondents from Communities with more than 30,000 Population were the *least likely*

of all to engage in these types of activities. At the other end of the scale, Self-Employed respondents were the *most likely* to say they engaged in one or more of these activities.

Chart 12



Provincial respondents with constructive fire use experience were asked about their knowledge of Burning Permits. Specifically, they were asked what types of fires require **Provincial Burning Permits**. Because respondents were allowed to list more than one fire type, their responses will total in excess of 100%. **Chart 13** shows 14.3% of these respondents suggested **Provincial Burning Permits** are required for *Any Open Fires*.

Chart 13

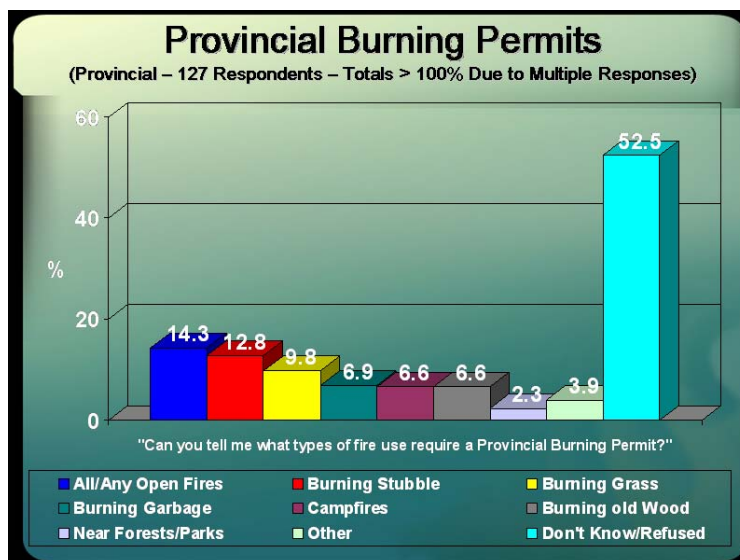
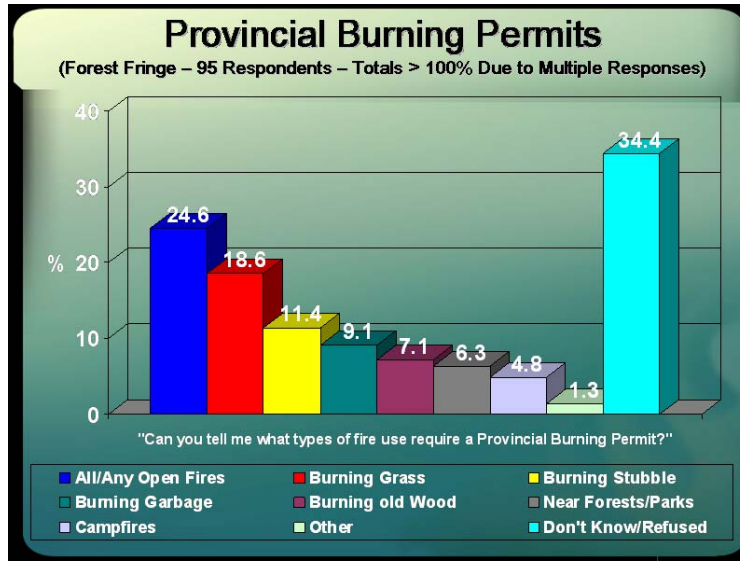


Chart 14 shows the 95 Forest Fringe respondents with constructive fire use experience were *more likely* than their provincial counterparts to say **Provincial Burning Permits** are required for *Any Open Fires* and for *Burning Grass*.

Chart 14



The 127 Provincial respondents with constructive fire use experience were also asked where **Provincial Burning Permits** are required. **Chart 15** shows 30.8% of these respondents suggested burning permits are required for all fires within *Parks*. 13.4% said near *Forested Areas* generally, and 13.4% also said near *Cities or Towns*.

Chart 15

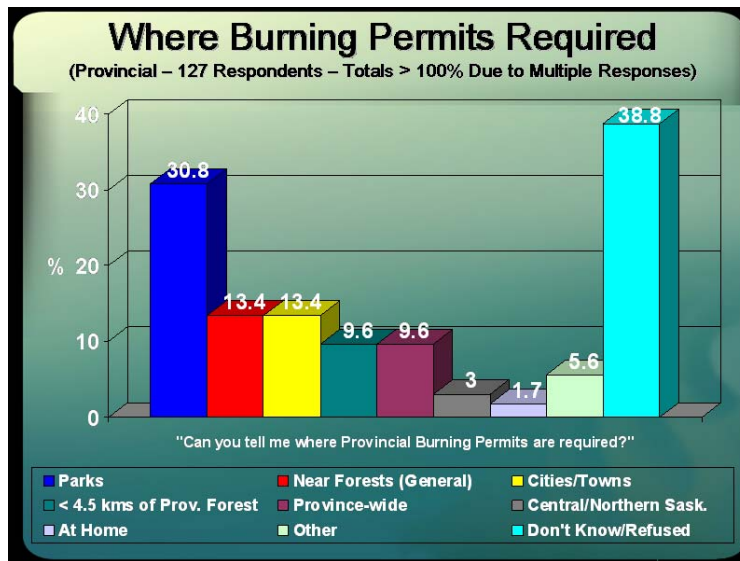
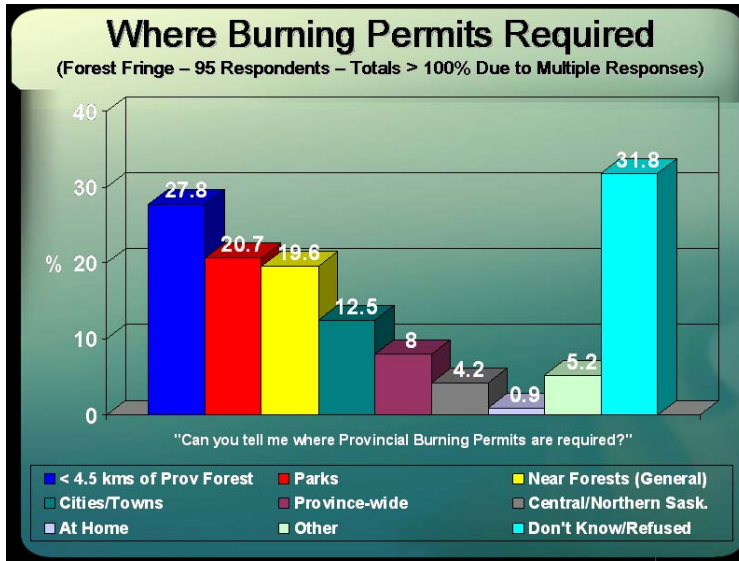


Chart 16 shows Forest Fringe respondents with constructive fire use experience were much more likely than their provincial counterparts to say **Provincial Burning Permits** are required within *4.5 kilometres of provincial forests*.

Chart 16



Next respondents were asked when **Provincial Burning Permits** are required. **Chart 17** shows 32.4% of the Provincial respondents with constructive fire use experience say burning permits are required in the *Summer* months.

Chart 17

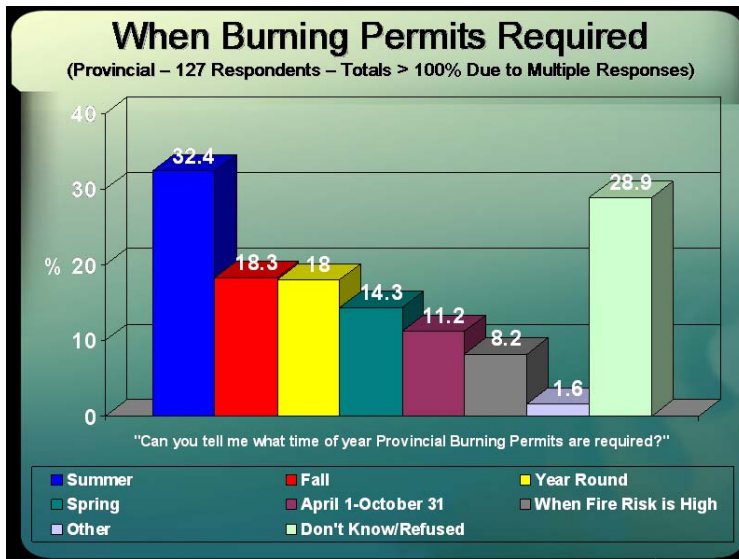


Chart 18 shows Forest Fringe respondents were much more likely to suggest that burning permits are required from *April 1st to October 31st* than were their provincial counterparts.

Chart 18

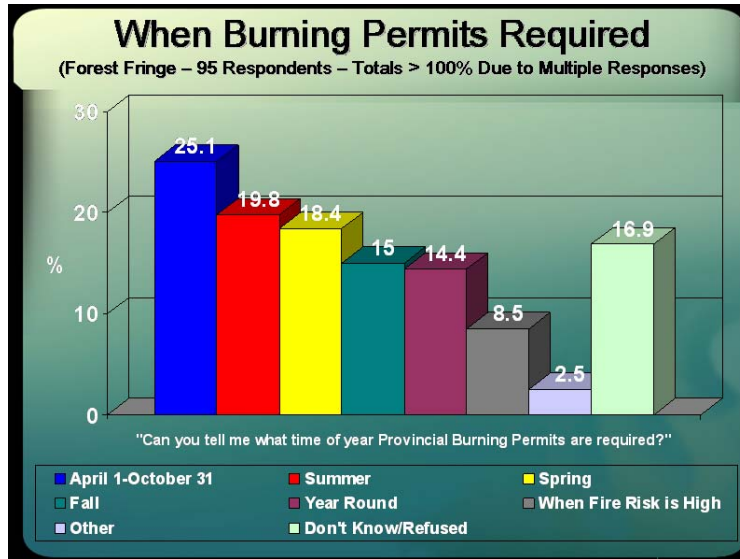


Chart 19 shows 12.6% of the Provincial respondents with constructive fire use experience suggested *Local Governments* (both municipal and rural municipal) were the agency that issues **Provincial Burning Permits**. 11% suggested the permits are issued by the *Forest Protection Branch*. In total, 33.5% of these respondents named *Saskatchewan Environment* in some form as the issuer of Provincial Burning Permits (Using the terms: Forest Protection Branch, DNR, SERM and Saskatchewan Environment).

Chart 19

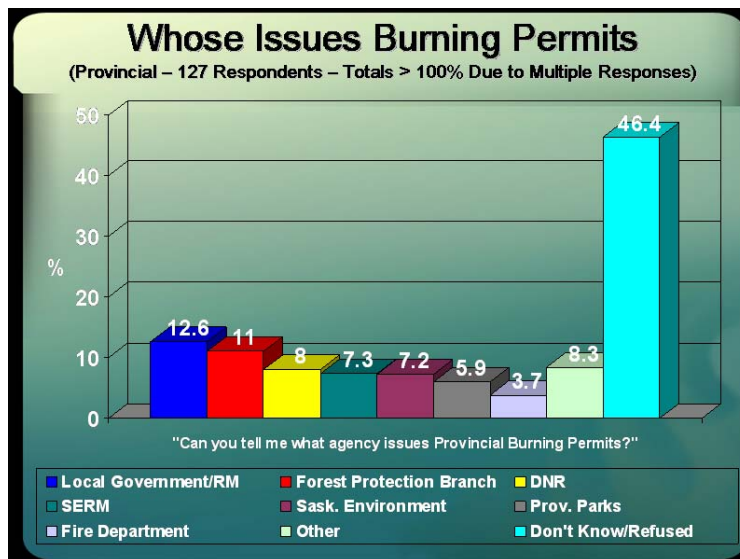
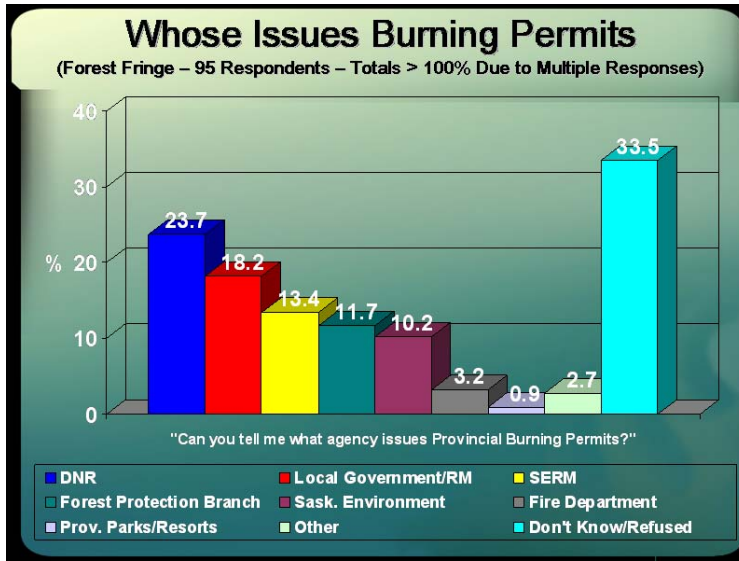


Chart 20 shows Forest Fringe respondents were much more likely than their Provincial counterparts to use the term *DNR* to describe the agency, which issues **Provincial Burning Permits**. In total, 59% of the Forest Fringe respondents named *Saskatchewan Environment* in some form as the agency which issues the permits (Using the terms: DNR, SERM, Forest Protection Branch and Saskatchewan Environment).

Chart 20



V. Wildland Property Issues

The next series of questions was focused on respondents who have property in or near **forested lands** (wildland property) in central or northern Saskatchewan. **Chart 21** shows 20.7% of Provincial respondents say they own a cottage, residence or business in or near forested lands in central or northern Saskatchewan.

Chart 21

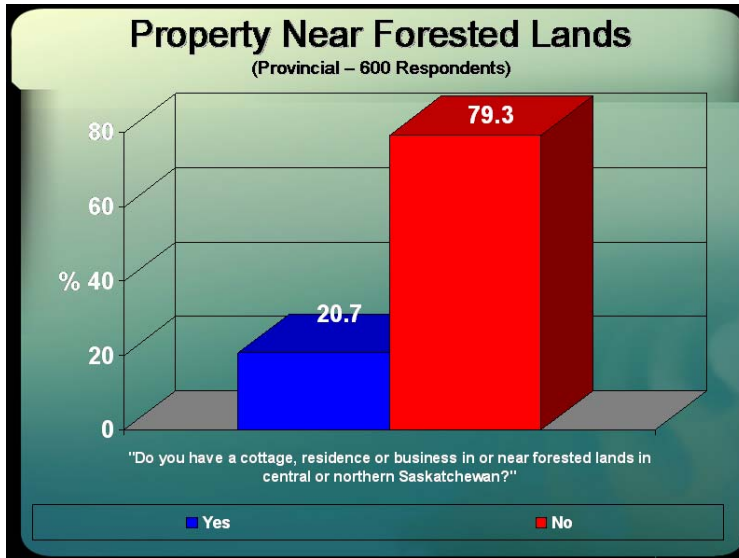


Chart 22 shows only one demographic sub-group - Farmers - differed significantly from the Total Sample on this question. Farmer respondents were significantly *more likely* than the Total Sample to say they had property in or near **forested lands** (30.5% vs. 20.7% for the Total Sample).

Chart 22

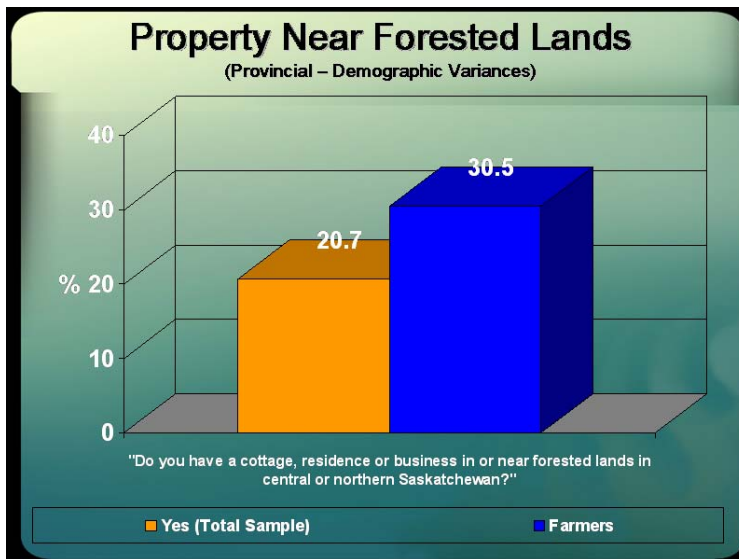


Chart 23 shows 43.6% of Forest Fringe residents say they have property (cottage, residence or business) in or near **forested lands** in central or northern Saskatchewan.

Chart 23

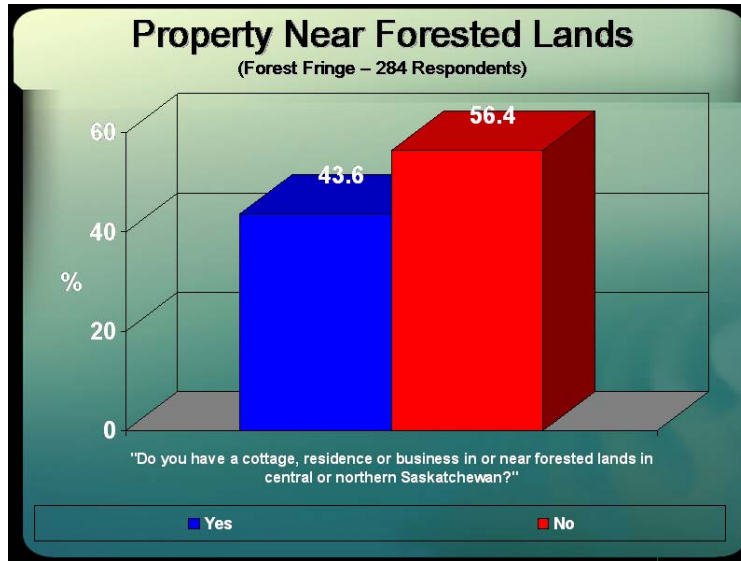


Chart 24 shows respondents from the 18 to 24 Age Group were the *least likely* Forest Fringe respondents to say they had property in or near **forested lands** (20.6% vs. 43.6% for the Total Sample). At the other end of the scale, respondents from the North West Region were the *most likely* to have a cottage, residence or business in or near forested lands (61.6% vs. 43.6% for the Total Sample).

Chart 24

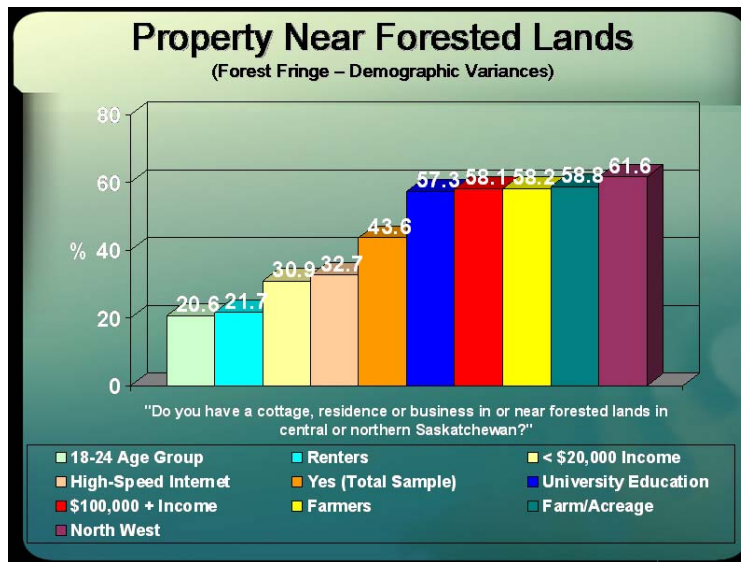


Chart 25 shows 52.8% of Provincial respondents who have property in or near forested lands have *all* their property **insured**, while 4.3% say *some* of their property is insured.

Chart 25

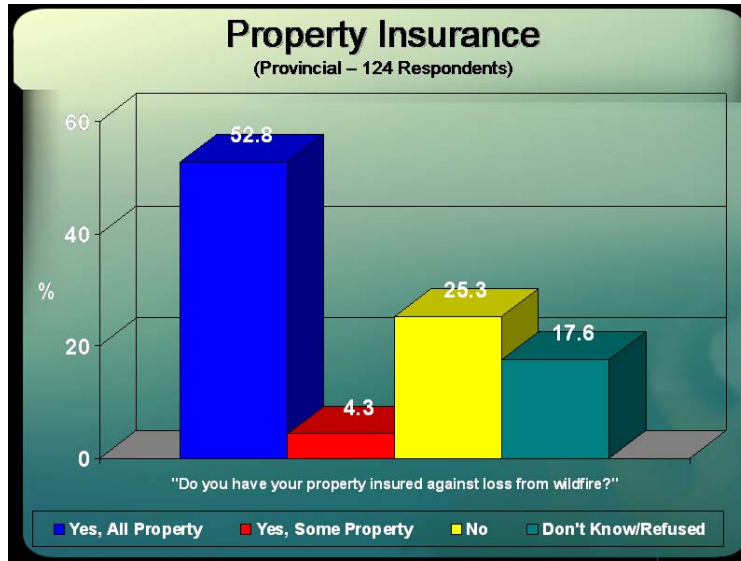


Chart 26 shows those Provincial respondents living in Communities of less than 5,000 Population were significantly *more likely* than the Total Sample to say all their property in or near forested lands is insured (65.6% vs. 52.8% for the Total Sample).

Chart 26

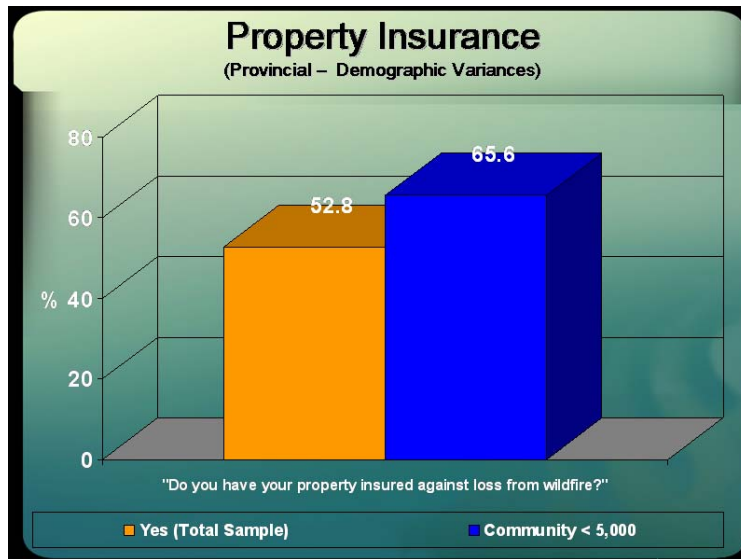


Chart 27 shows 47.9% of Forest Fringe respondents have all of their property insured, while another 5.6% say some of their property is insured.

Chart 27

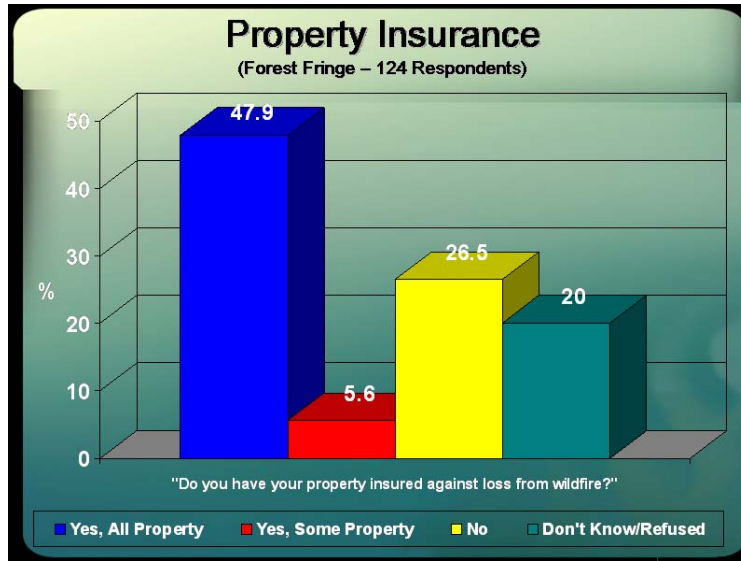


Chart 28 shows Forest Fringe respondents with annual Household Incomes of \$20,000 to \$40,000 were the *least likely* to say that all of their property was insured (29.2% vs. 47.9% for the Total Sample). At the other end of the scale, Forest Fringe respondents with annual Household Incomes of \$40,000 to \$60,000 were the *most likely* of all to say their property was insured (61.7% vs. 47.9% for the Total Sample).

Chart 28

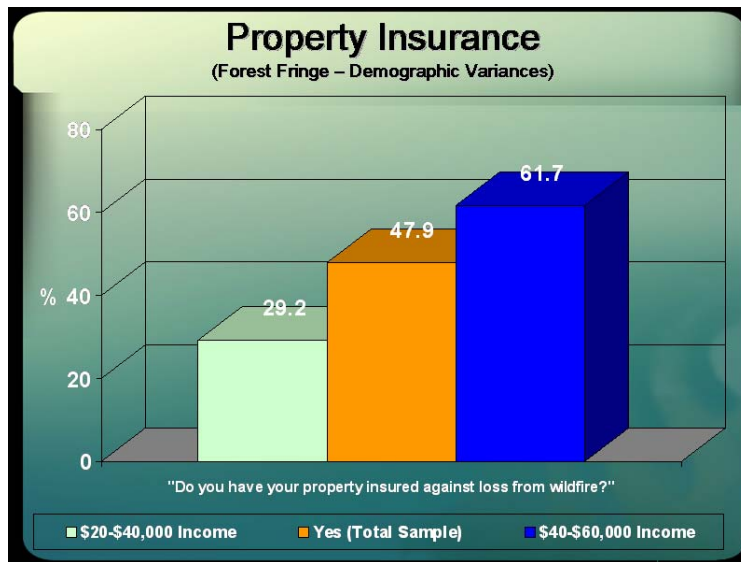


Chart 29 shows 24.5% of the Provincial respondents with property in or near forested lands have seen or heard **information** recently about how to **protect their property** or business from the risk of wildfires.

Chart 29

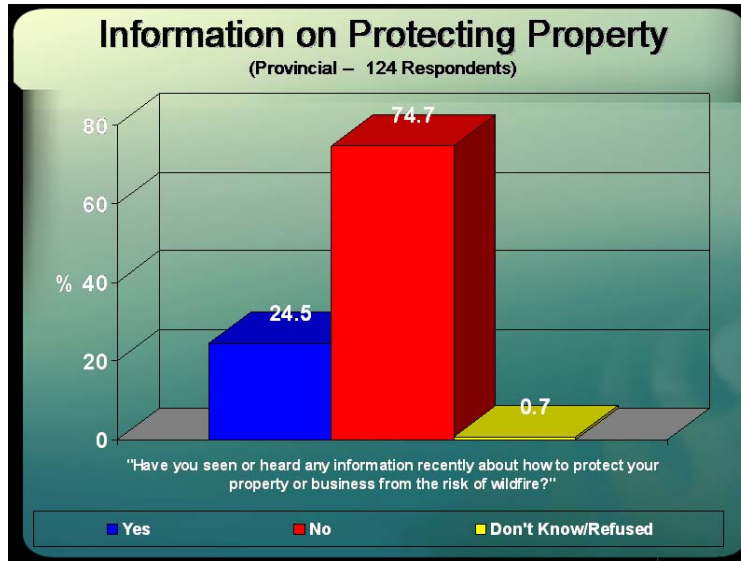


Chart 30 shows Provincial respondents from Communities of more than 30,000 Population were the *least likely* of all to have seen or heard **information** about how to **protect their property** from the risk of wildfires (14.7% vs. 24.5% for the Total Sample). At the other end of the scale, respondents with College or Technical Institute Education were the *most likely* of all to recall such information (35.9% vs. 24.5% for the Total Sample).

Chart 30

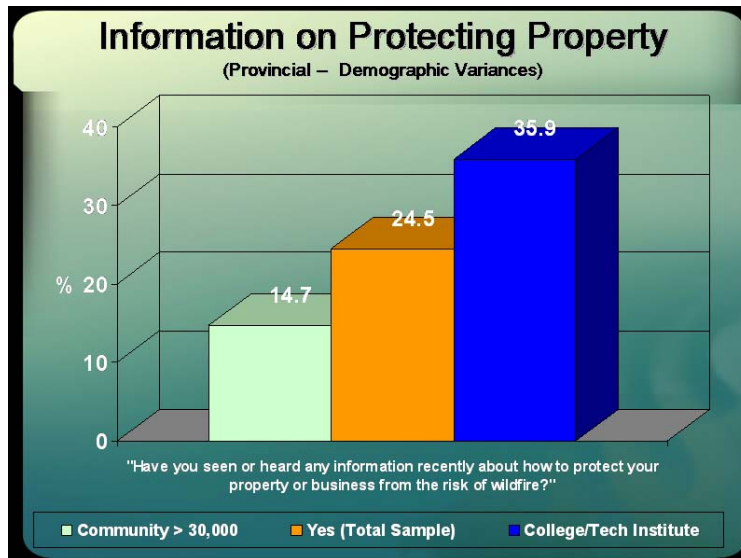


Chart 31 shows 27.1% of the Forest Fringe respondents with property in or near forested lands recall seeing or hearing recent **information** about how to **protect their property** from the risk of wildfires.

Chart 31

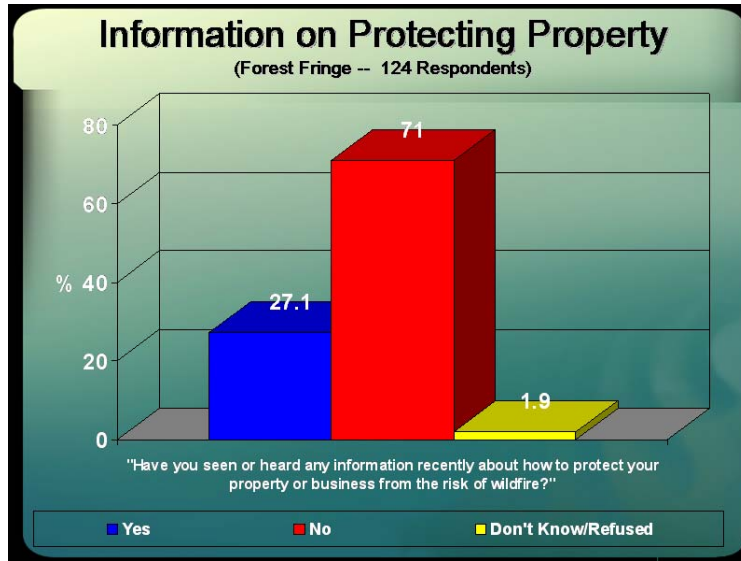
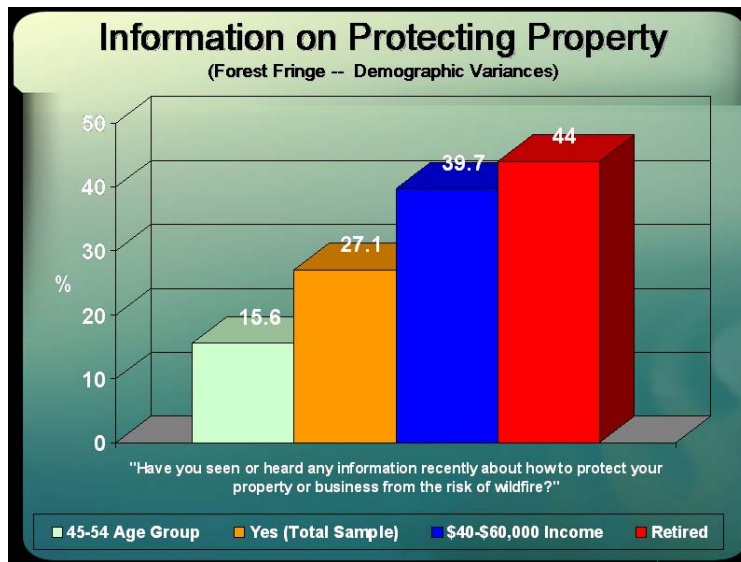


Chart 32 shows Forest Fringe respondents from the 45 to 54 Age Group were the *least likely* to recall seeing or hearing information about how to protect their property from wildfires (15.6% vs. 27.1% for the Total Sample). At the other end of the scale, Retired respondents were the *most likely* of all to recall seeing or hearing such information (44% vs. 27.1% for the Total Sample).

Chart 32



The 30 Provincial respondents who had recently seen or heard information about how to protect their property from the risk of wildfires were asked if they had accessed this information from news reports. Chart 33 shows 35.5% of this group said they had accessed the information on how to protect their property from wildfires in news reports.

Chart 33

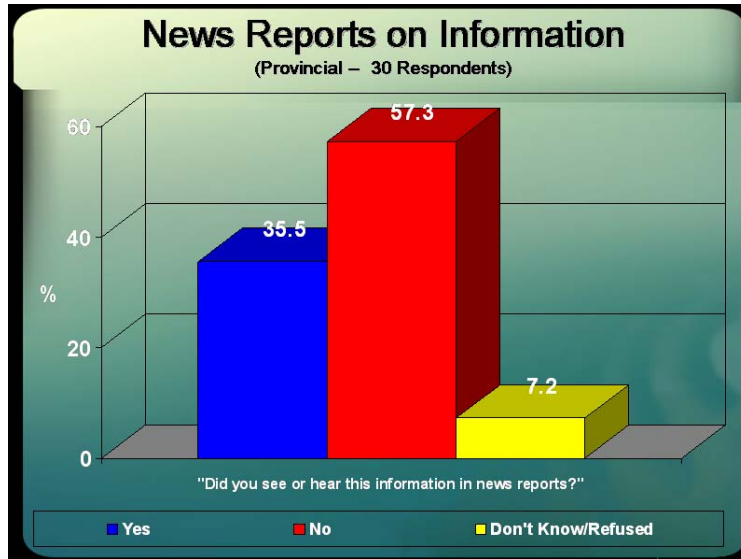


Chart 34 shows 43.9% of the Forest Fringe respondents who recalled seeing or hearing recent information on how to protect their property from wildfires, had accessed that information from **news reports**.

Chart 34

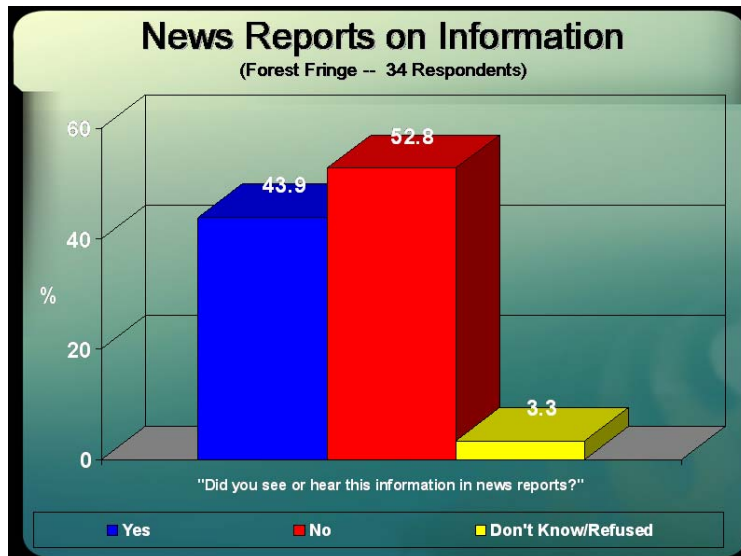


Chart 35 shows 56.1% of the Provincial respondents who recalled accessing recent information about how to protect their property from wildfires on news reports, believe they had accessed those news reports on **television**.

Chart 35

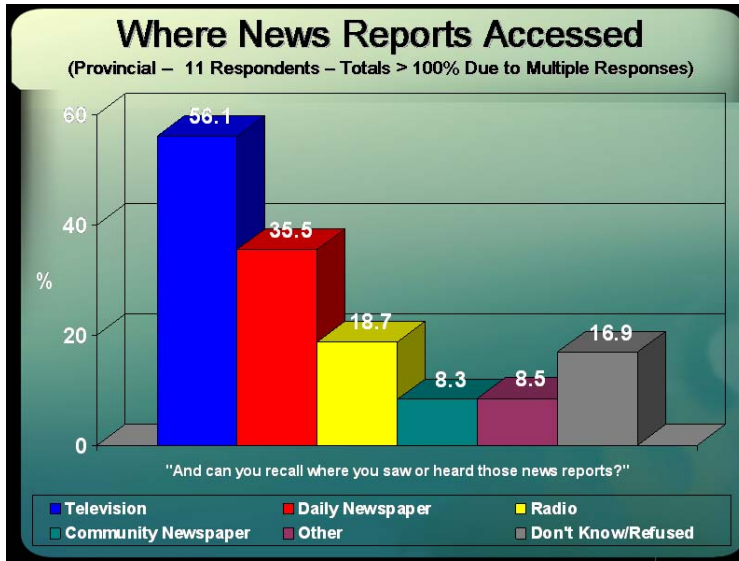


Chart 36 shows 58.6% of the Forest Fringe respondents who recall recently accessing information about how to protect their property from wildfires on news reports, believe they had accessed those news reports on **television**.

Chart 36

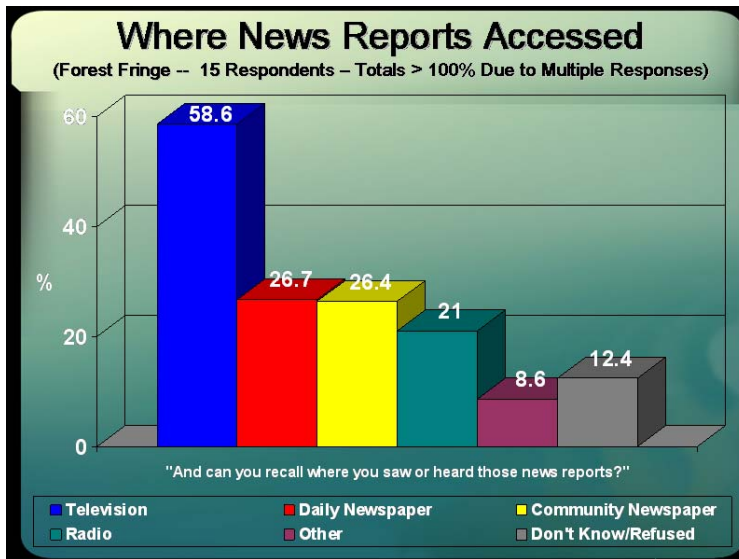


Chart 37 shows 25.9% of the Provincial respondents who recall seeing or hearing information about how to protect their property from wildfires, also recall seeing **advertisements** on this topic recently.

Chart 37

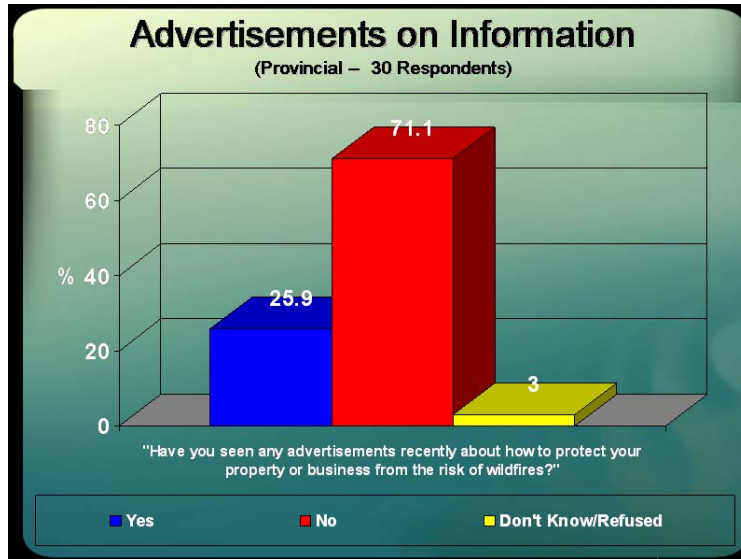


Chart 38 shows 29% of the Forest Fringe respondents who recall seeing or hearing information on how to protect their property from the risk of wildfires, recall seeing **advertisements** recently on this topic.

Chart 38

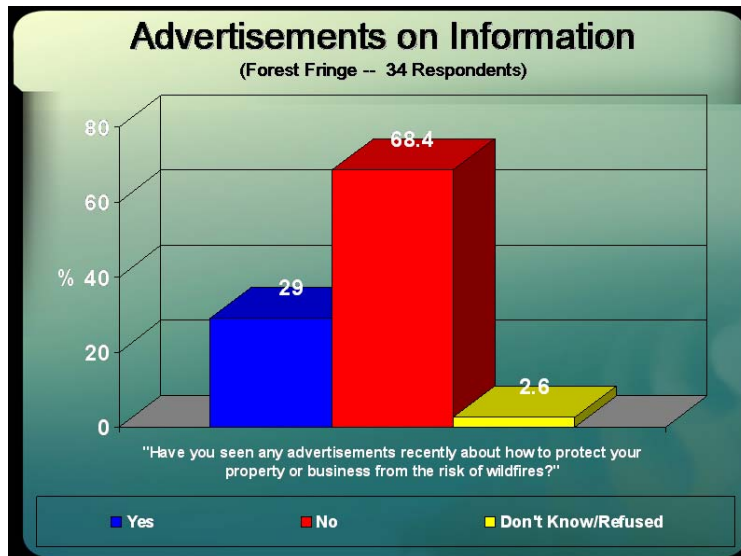


Chart 39 shows 65.2% of the provincial respondents who recall seeing advertisements on how to protect their property from the risks of wildfires, believe they accessed those advertisements on **television**.

Chart 39

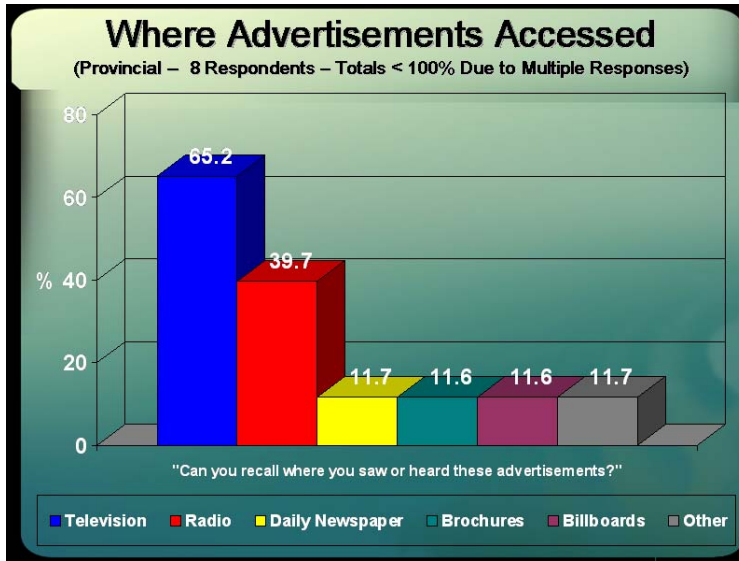


Chart 40 shows 32.2% of the Forest Fringe respondents who recall seeing advertisements about how to protect their property from the risk of wildfires, believe they accessed those advertisements in their **Daily Newspaper**.

Chart 40

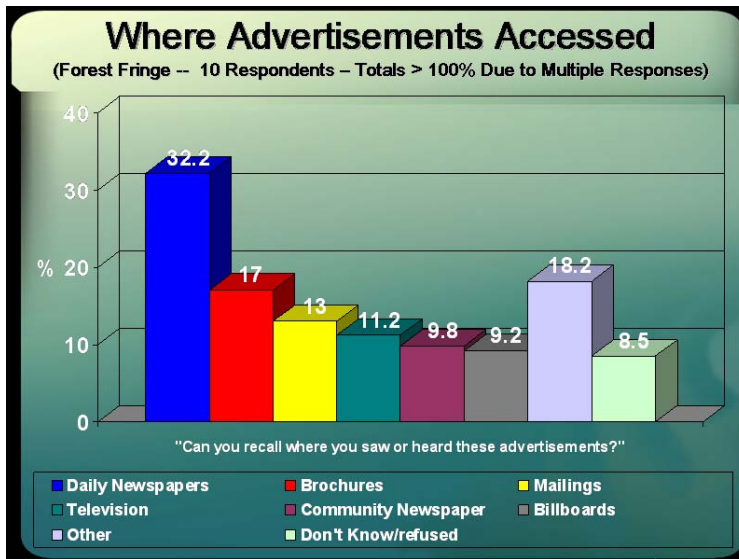


Chart 41 shows *less than half* of the Provincial respondents who recall seeing or hearing recent information about how to protect their property from wildfires, recall accessing that information from *some other source* beyond news reports or advertisements. 12.6% recall accessing such information from a **Local Government** and 12% recall accessing such information by **Word of Mouth**.

Chart 41

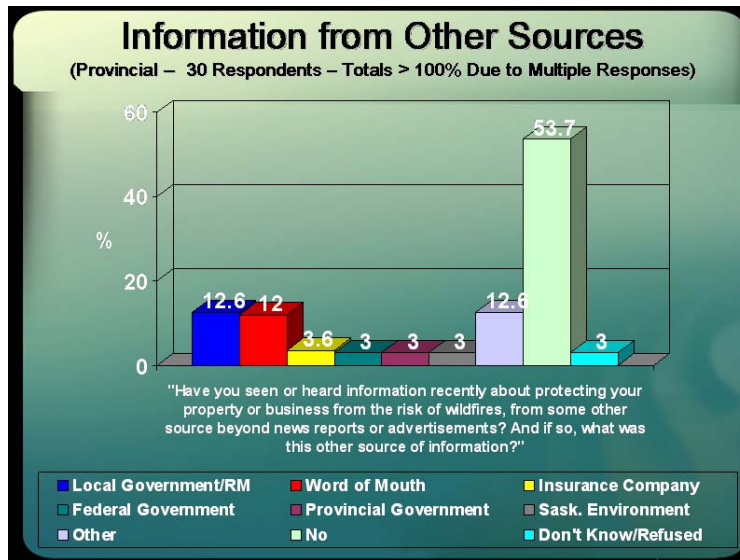
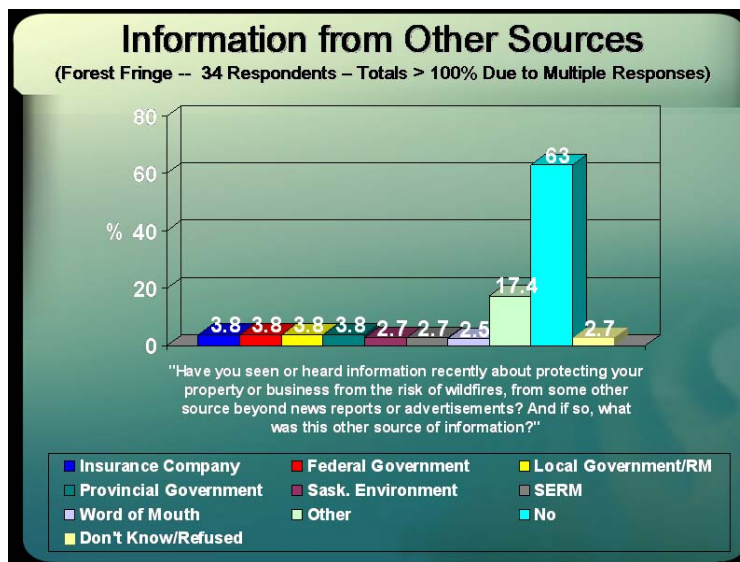


Chart 42 shows only about *one-third* of the Forest Fringe respondents who recall seeing or hearing recent information about how to protect their property from wildfires, recall accessing that information from *some other source* beyond news reports or advertisements.

Chart 42



The 124 Provincial respondents who own property in or near forested lands were asked if they have taken any steps to **reduce the risk** of wildfire to their property. Because respondents were allowed to list more than one step, the results will total in excess of 100%. **Chart 43** shows 41.6% have **cleared brush/debris** on their property to reduce the risk of wildfire. 11.2% say they have **built fire breaks/fire guards** to reduce the risk of wildfire to their property.

Chart 43

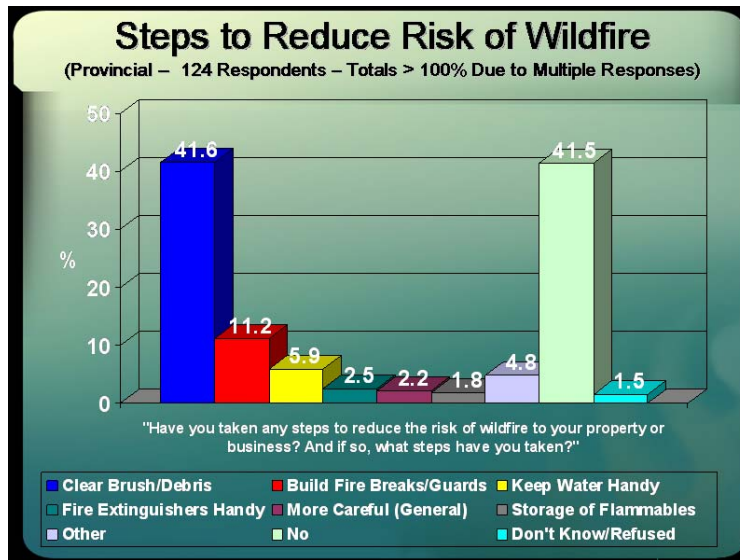
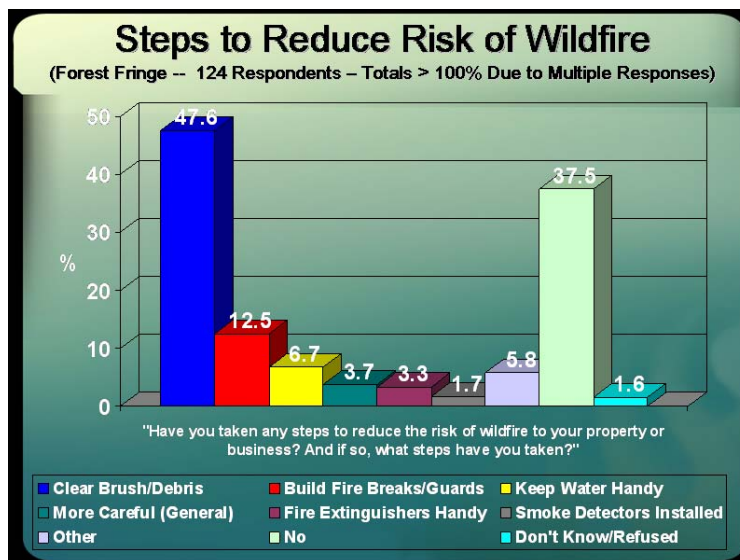


Chart 44 shows 47.6% of the Forest Fringe respondents with property in or near forested lands have **cleared brush/debris** to reduce the risk of wildfire on their property. 12.5% have built fire **breaks/fire guards** to reduce the risk of wildfire.

Chart 44



VI. General Fire Safety Issues

The next series of survey questions explored a number of general **fire safety** issues. The 600 Provincial survey respondents were asked what **conditions** they take into consideration when lighting a fire for purposes such as campfires, burning waste material or burning stubble. Because respondents were allowed to list more than one condition, their responses will total in excess of 100%. **Chart 45** shows 54.9% of Provincial respondents say they take *Wind Speed* into account when lighting a fire.

Chart 45

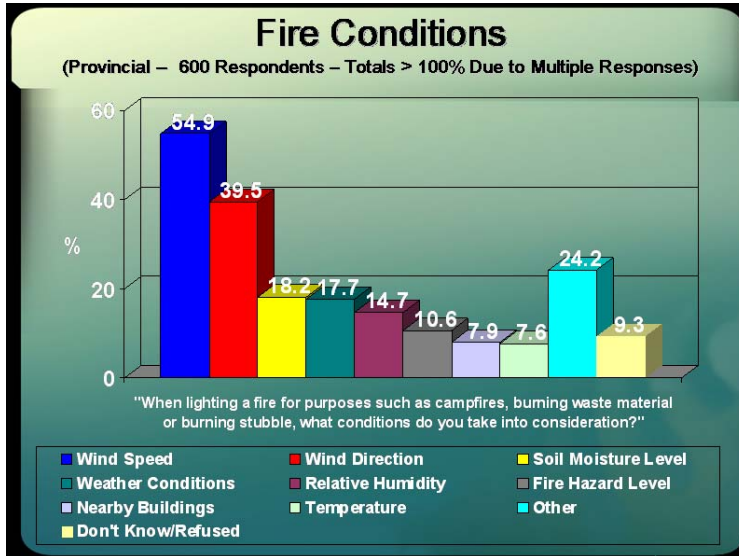
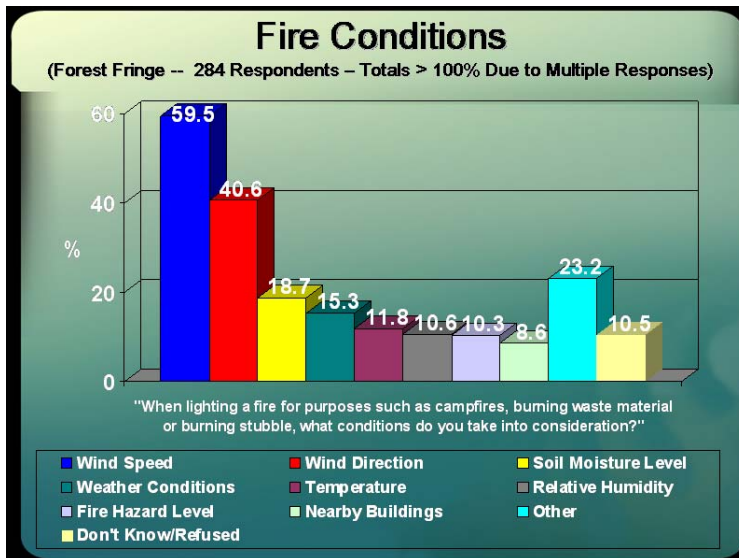


Chart 46 shows the 284 Forest Fringe respondents listed the same top four conditions as their Provincial counterparts that they take into consideration when lighting a fire.

Chart 46



Next, the 600 Provincial respondents were asked who they think is responsible for the cost of putting out a wildfire caused by humans. Again, because respondents were allowed to list more than one response, their answers will total in excess of 100%. Chart 47 shows 39% of all Provincial respondents believe the Provincial Government is responsible for the costs of putting out a wildfire caused by humans.

Chart 47

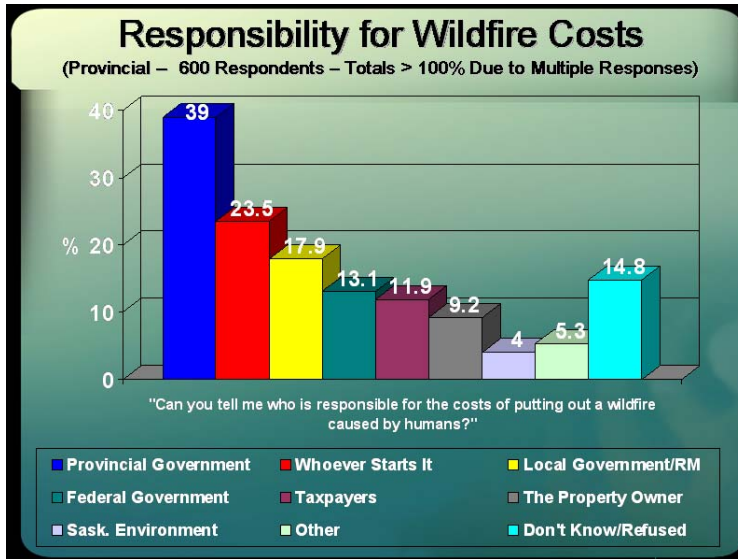
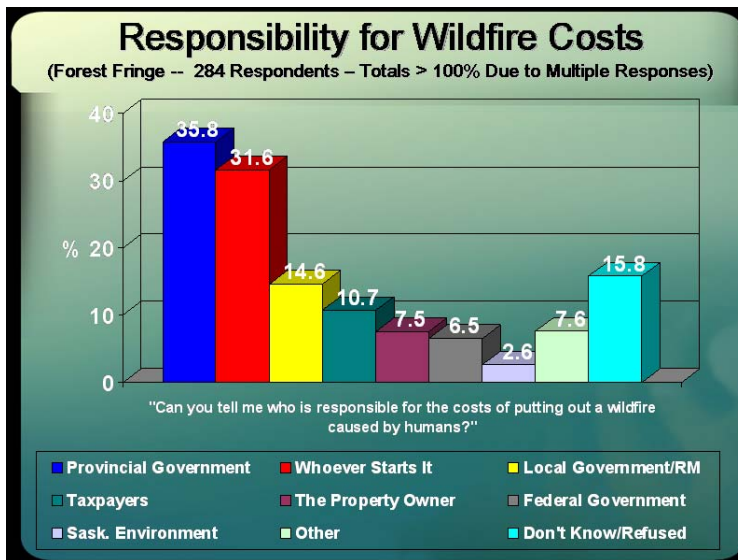


Chart 48 shows the 284 Forest Fringe respondents list the same top three suggestions as their Provincial counterparts, with respect to who holds responsibility for the cost of wildfires caused by humans. However, Forest Fringe respondents were *more likely* than their Provincial counterparts to suggest that **whoever starts the fire** bears responsibility for the cost.

Chart 48



The 600 Provincial survey respondents next were asked what they would **do first**, if they discovered a wildfire. Chart 49 shows the overwhelming majority of these respondents (72.5%) would **Report It**. 8.7% say they would **Evacuate the Area/ Get Away** from the fire area as quickly as possible. 8.4% say they would **Try to Put the Fire Out**.

Chart 49

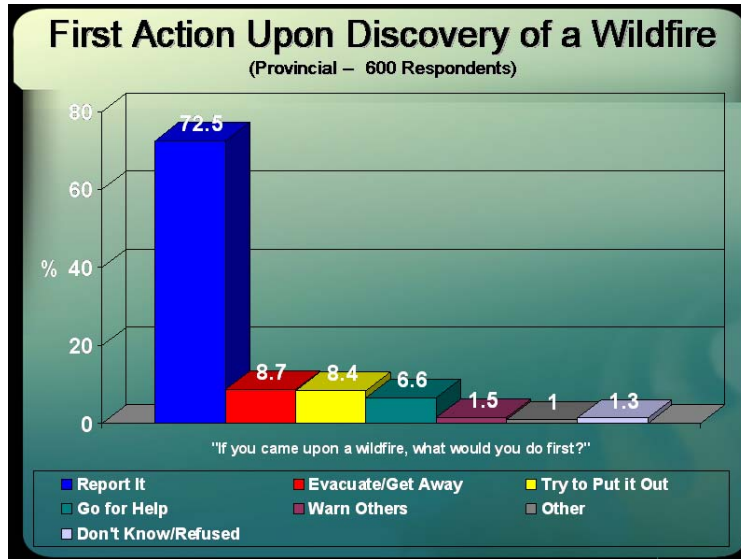
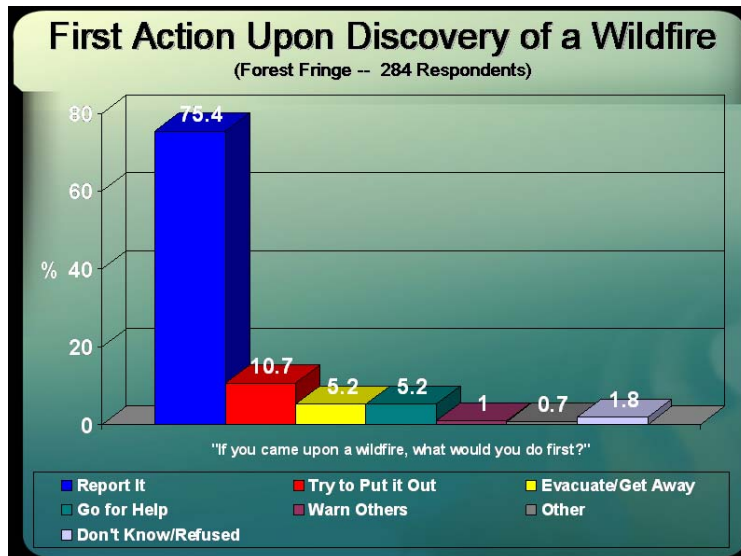


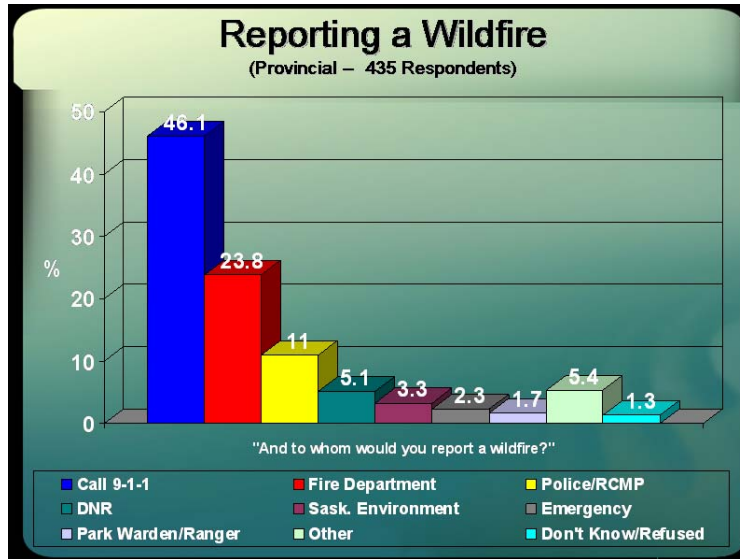
Chart 50 shows that among the 284 Forest Fringe respondents, 75.4% said the first thing they would do upon discovering a wildfire would be to **Report It**. 10.7% said they would **Try to Put the Fire Out**.

Chart 50



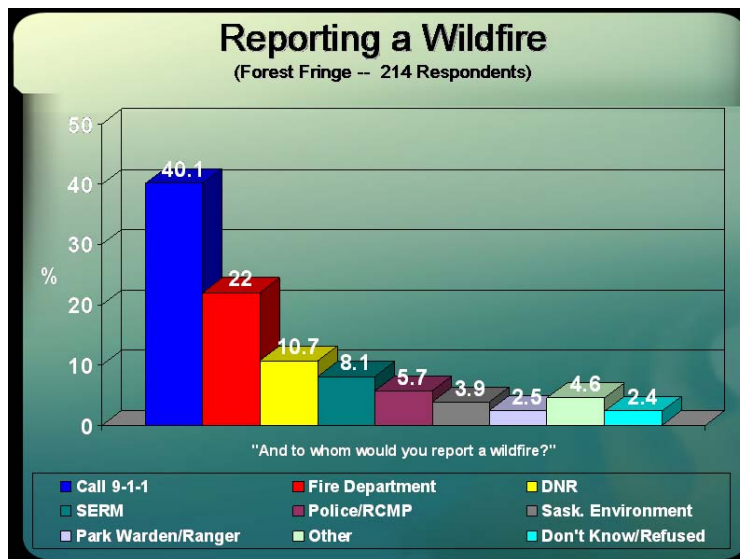
The 435 Provincial respondents, who said that their first action upon discovery of a wildfire would be to **Report It**, were asked to whom they would report a wildfire. Chart 51 shows 46.1% say they would **Call 9-1-1**. 23.8% would call the local **Fire Department**.

Chart 51



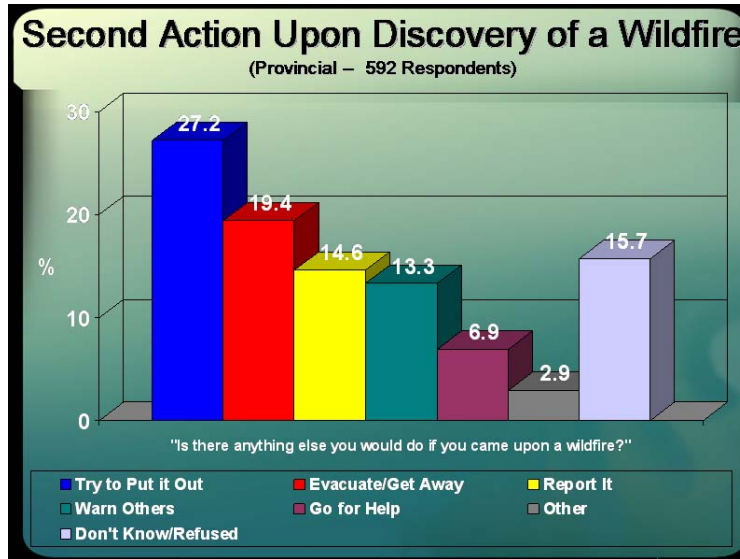
The 214 Forest Fringe respondents, who said their first action upon discovering a wildfire would be to **Report It**, were also asked to whom they would report a wildfire. **Chart 52** shows Forest fringe respondents named the same top two choices as their Provincial Counterparts: **Call 9-1-1** and **Call the local Fire Department**. However, after those responses, Forest Fringe respondents were *more likely* than their Provincial counterparts to mention **Saskatchewan Environment** in some form, as the place they would report a wildfire (22.7% for: DNR, SERM and Sask. Environment).

Chart 52



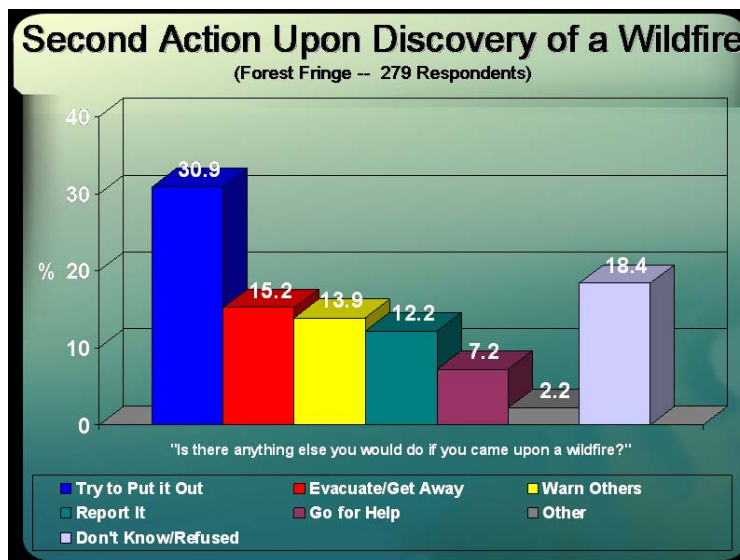
The 592 Provincial respondents, who listed some action they would take upon discovering a wildfire, were asked if there was **anything else** they would do. **Chart 53** shows 27.2% of these respondents said they would **Try to Put the Fire Out**, while 19.4% said they would **Evacuate/Get Away** from the fire area as quickly as possible.

Chart 53



The 279 Forest Fringe respondents, who listed some action they would take upon discovering a wildfire, were also asked if there was **anything else** they would do. **Chart 54** shows these respondents listed the same top two choices as their Provincial counterparts on this question.

Chart 54



VII. Wildfire Information - Recall and Awareness

The final series of survey questions was designed to determine the level of **recall** and **awareness** with respect to wildfire information that has been made available to the public, and to determine how the public would normally **access** such information.

The 600 Provincial survey respondents were asked to list where they would go to get information about wildfire safety in general. Because respondents were allowed to list more than one location, their responses will total in excess of 100%.

Chart 55 shows 27.3% of the Provincial respondents said they would expect to access general information about wildfire safety on a **Website**. 18.6% said they would expect to access information on wildfire safety at their local **Fire Department**, while 13% said they expected to find such information in **Parks**. This response did not distinguish between federal, provincial or regional parks.

It should be noted only 22.4% of the Provincial survey respondents said they would expect to access general information about wildfire safety through **Saskatchewan Environment** (either Forest Protection Branch, DNR, or Sask. Environment).

Chart 55

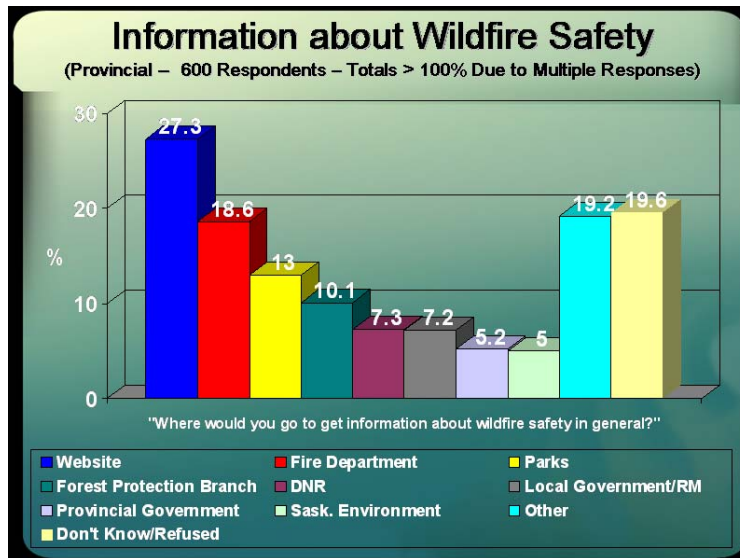
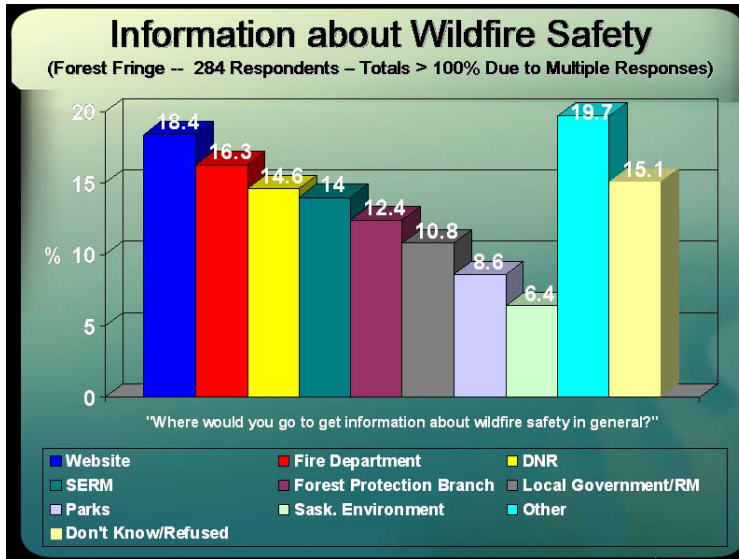


Chart 56 on the following page shows that the 284 Forest Fringe survey respondents were *much more likely* than their Provincial counterparts to say that they would access general information about wildfire safety through **Saskatchewan Environment** -- 47.4% vs. 22.4% for Provincial respondents -- mentioned DNR, SERM, Forest Protection Branch or Sask. Environment as their likely source of general wildfire safety information.

Chart 56



Next, the 600 Provincial survey respondents were asked if they could recall seeing or hearing **information about wildfire safety** during the past year. **Chart 57** shows 44.9% of these respondents recalled seeing or hearing information about wildfire safety during the previous twelve months.

Chart 57

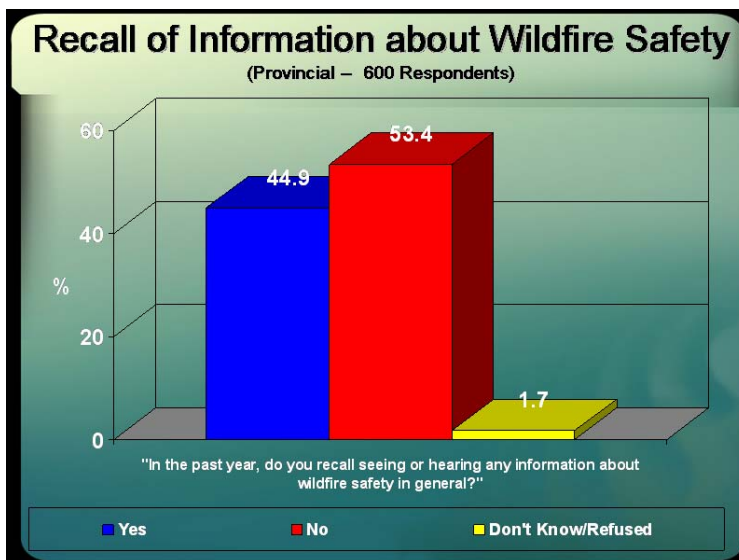


Chart 58 shows provincial respondents with less than High School Education were the *least likely* of all to recall seeing or hearing information about wildfire safety during the past year (26.1% vs. 44.9% for the Total Sample). At the other end of the scale,

provincial respondents who are Employed Part-Time were the *most likely* of all to recall seeing or hearing such information (56.5% vs. 44.9% for the Total Sample).

Chart 58

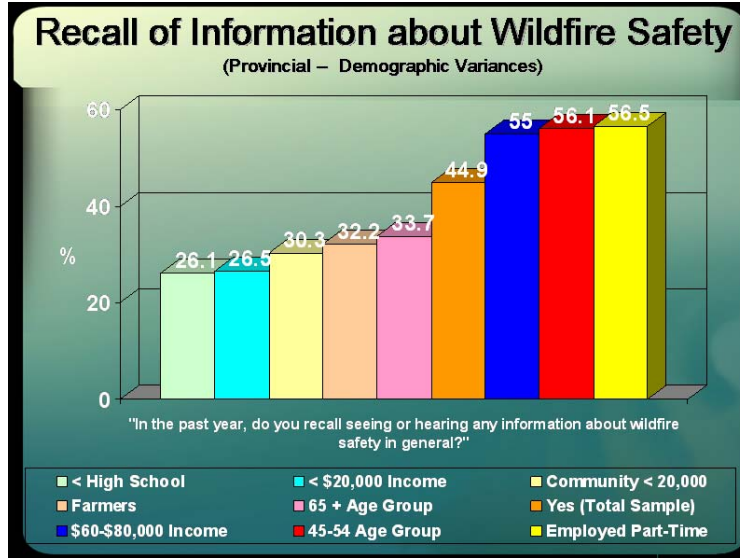


Chart 59 shows 45.1% of the 284 Forest Fringe survey respondents recall seeing or hearing information about wildfire safety during the past year.

Chart 59

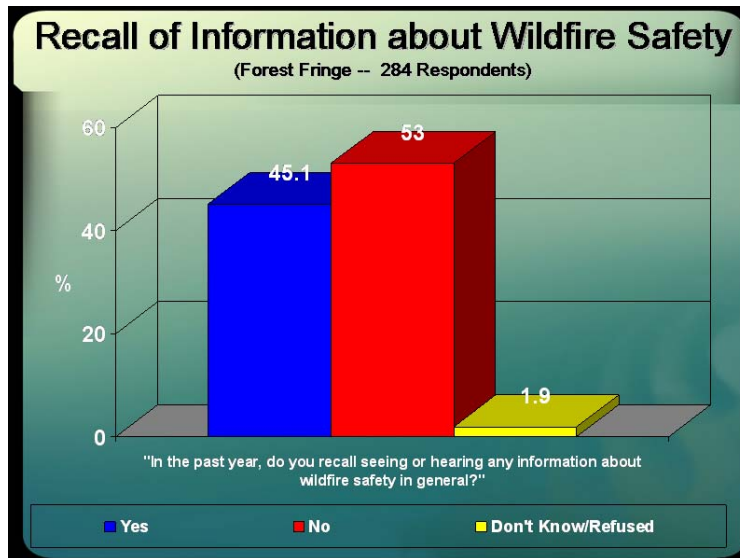
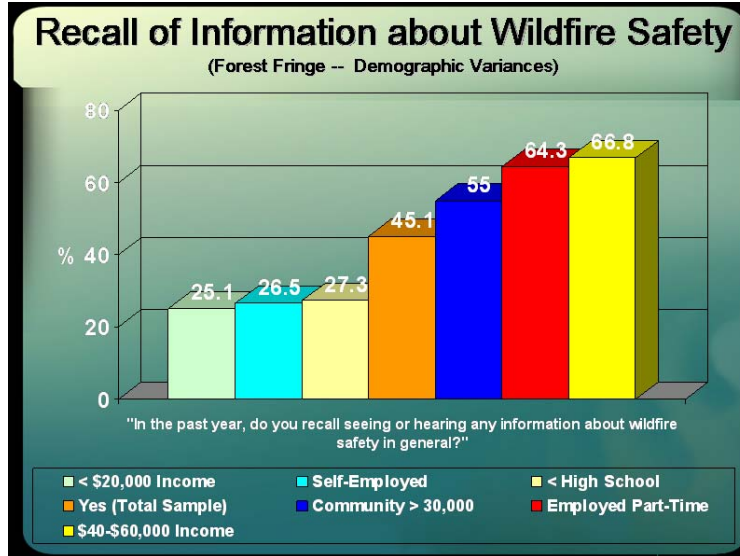


Chart 60 shows Forest Fringe respondents with annual Household Incomes of less than \$20,000 were the *least likely* of all to recall seeing or hearing information about wildfire safety in the past year (25.1% vs. 45.1% for the Total Sample). At the other end of the scale, respondents with annual Household Incomes of \$40,000 to \$60,000 were the

most likely of all to recall seeing or hearing such information (66.8% vs. 45.1% for the Total Sample).

Chart 60



The 269 Provincial survey respondents who recalled seeing or hearing information about wildfire safety during the past year were asked if they had seen or heard this information in **news reports**. **Chart 61** shows 63.9% of these respondents recall accessing such information through **news reports**.

Chart 61

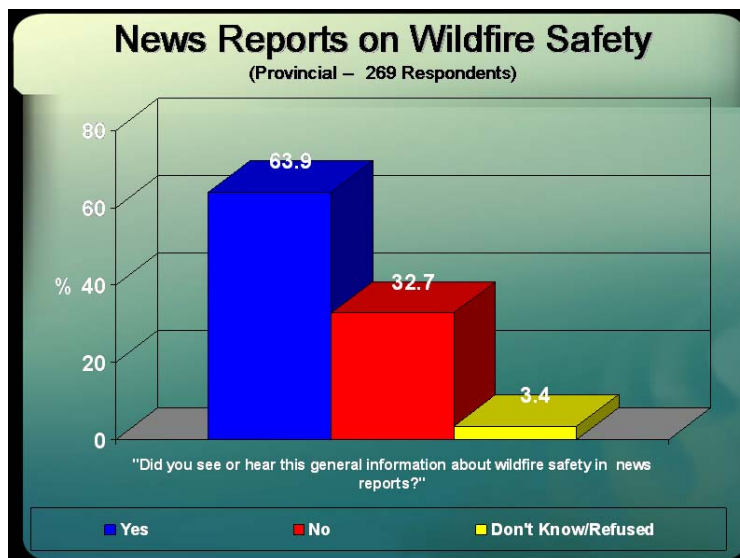


Chart 62 shows Provincial survey respondents from the 25 to 34 Age Group were the *least likely* of all to say they had seen or heard information about wildfire safety in **news reports** (46.2% vs. 63.9% for the Total Sample). At the other end of the scale, Retired respondents were the sub-group *most likely* to say they had seen or heard this information in **news reports** (76.8% vs. 63.9%).

Chart 62

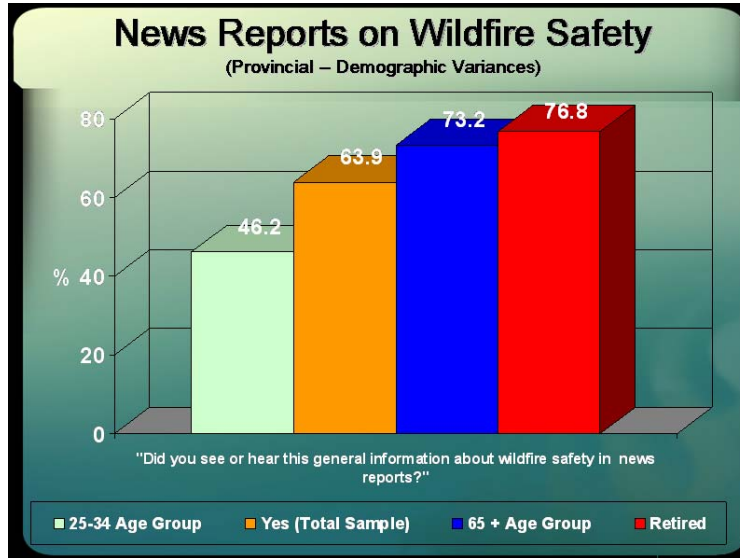


Chart 63 shows 61.5% of the 128 Forest Fringe respondents who recall seeing or hearing information about wildfire safety over the past year recalled accessing the information through news reports.

Chart 63

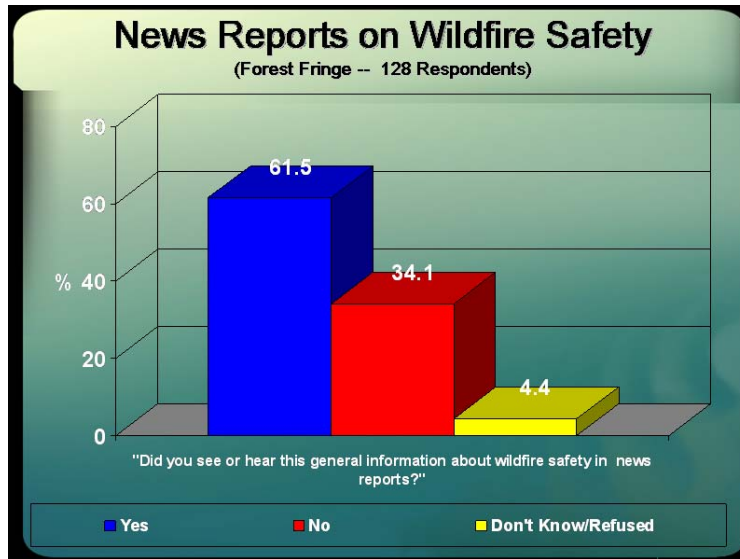
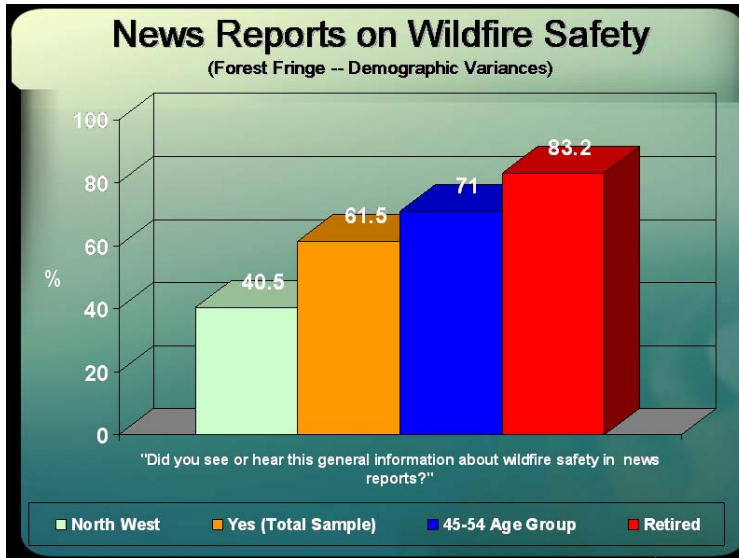


Chart 64 shows Forest Fringe respondents from the North West Region were the *least likely* of all to say they had accessed information about wildfire safety through news reports (40.5% vs. 61.5% for the Total Sample). Retired Forest Fringe respondents, by contrast, were the *most likely* of all to say they had accessed wildfire safety information in this way (83.2% vs. 61.5% for the Total Sample).

Chart 64



The 172 Provincial survey respondents, who recalled accessing information about wildfire safety in news report, were asked **where** they saw or heard those news reports. Again, because they could list more than one location, the responses will total in excess of 100%. **Chart 65** shows 76.5% of these respondents recalled news reports on **television**, while 34.1% recalled news reports on **radio**.

Chart 65

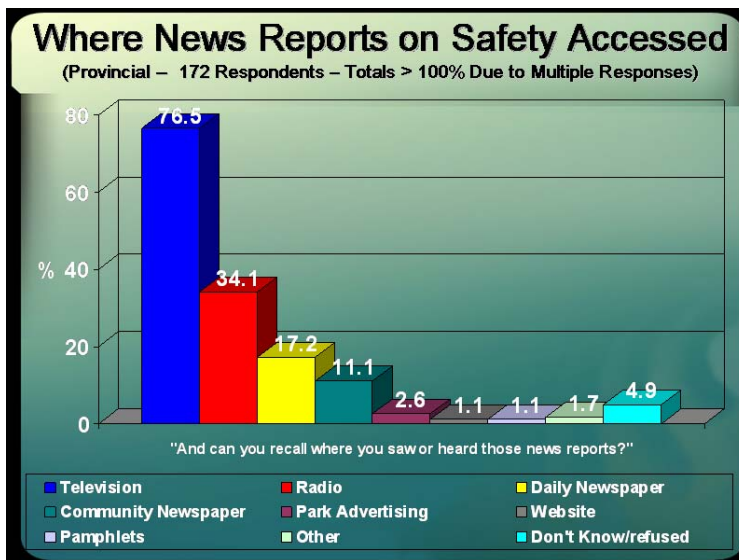


Chart 66 shows 77.4% of the Forest Fringe respondents who recall accessing information about wildfire safety in news reports, recalled **television** as the source of those news reports. 38.3% listed **radio** as the source of these news reports about wildfire safety.

Chart 66

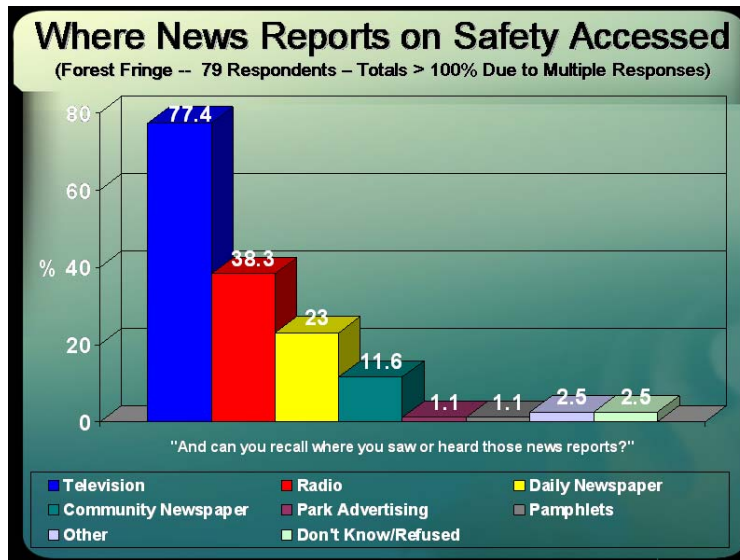


Chart 67 shows 79.2% of the Provincial survey respondents who recall seeing or hearing information about wildfire safety in the past year, recall seeing or hearing **advertisements** about this information.

Chart 67

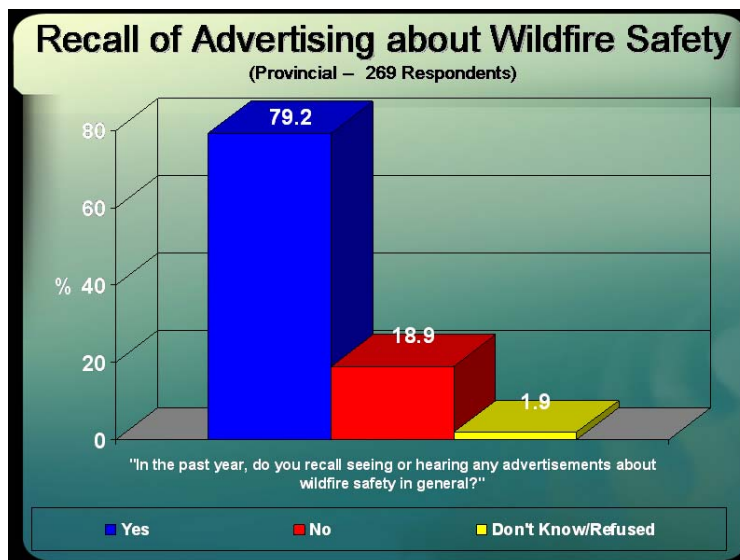


Chart 68 shows Provincial respondents 65 Years of Age and Older were the *least likely* of all sub-groups to say they had seen or heard advertisements in the past year on the issue of wildfire safety.

Chart 68

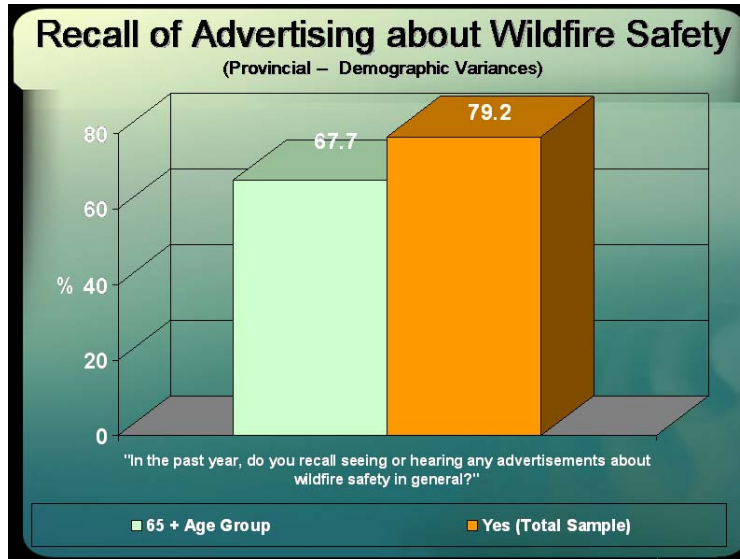


Chart 69 shows 79.3% of the Forest Fringe survey respondents who recall seeing or hearing information about wildfire safety in the past year, recall seeing or hearing **advertisements** on this topic.

Chart 69

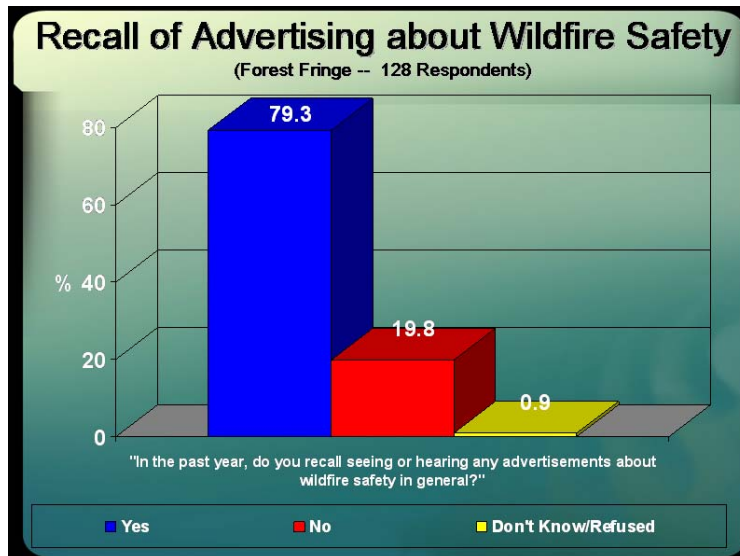
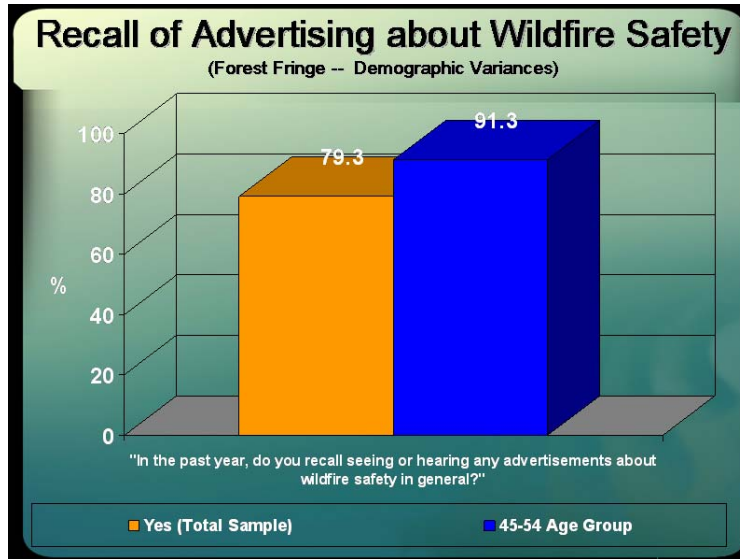


Chart 70 shows Forest Fringe respondents in the 45 to 54 Age Group were the *most likely* of all to say they recall **advertisements** on the topic of wildfire safety during the past year (91.3% vs. 79.3% for the Total Sample).

Chart 70



The 213 Provincial survey respondents who recalled seeing or hearing advertisements on the topic of wildfire safety during the past year were asked **where** they recalled seeing or hearing the advertisements. Again, because respondents were allowed to list more than one location, their responses will total in excess of 100%. **Chart 71** shows 75.1% of these respondents recall **television** advertisements on this topic, while 28.8% recall **radio** advertisements on the topic.

Chart 71

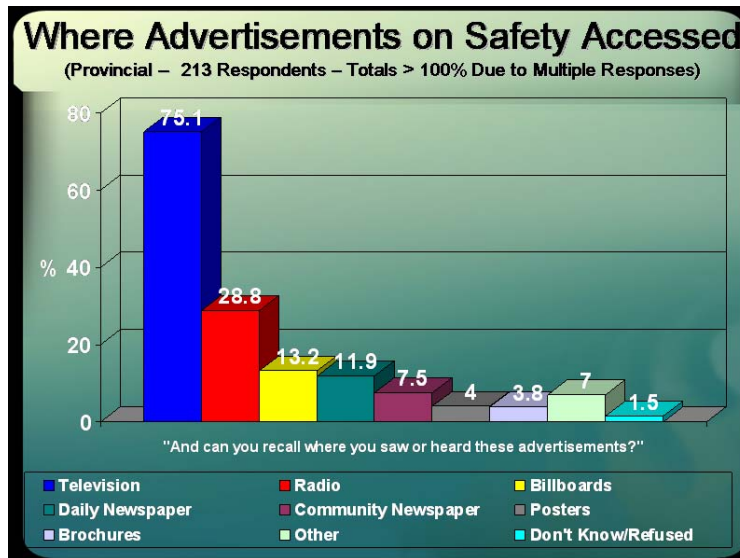
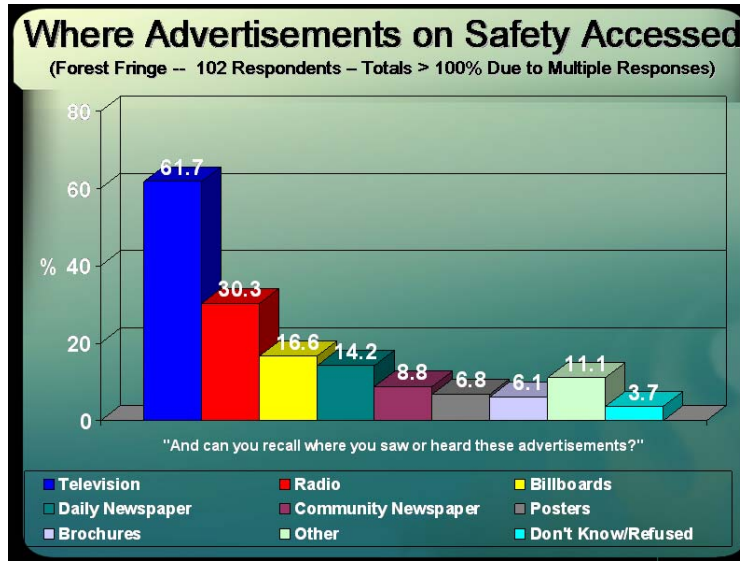


Chart 72 shows 61.7% of the 102 Forest Fringe survey respondents who recalled seeing or hearing advertisements on wildfire safety over the past year recalled **television** advertisements, while 30.3% of these respondents recalled **radio** advertisements.

Chart 72



The 213 Provincial survey respondents who recalled seeing or hearing advertisements in the past year on the topic of wildfire safety, were asked if they could recall the specific **message or theme** of the advertisements. Because respondents were allowed to list more than one answer, their responses will total in excess of 100%. **Chart 73** shows 28.8% of these respondents said the main message or theme of the advertisements was *"Make sure your fire is out"*. 10.5% of respondents recalled the main message or theme as being *"Only you can prevent fires"*.

Chart 73

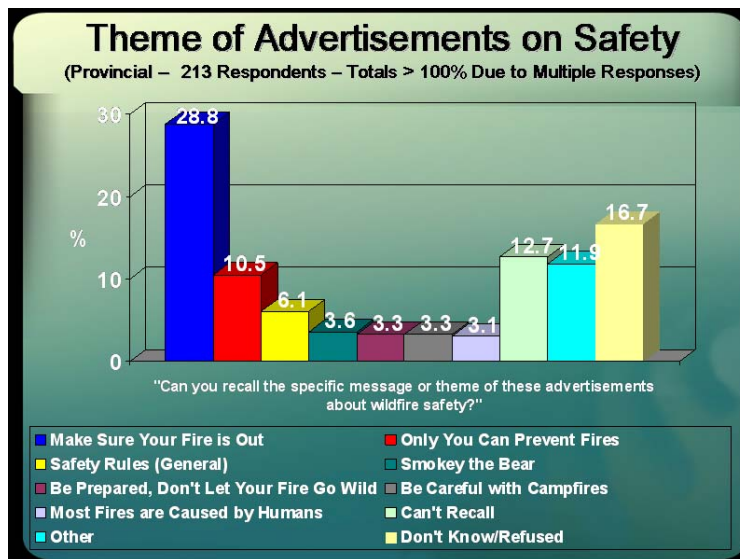


Chart 74 shows 29.8% of the Forest Fringe survey respondents who recalled seeing or hearing advertisements about wildfire safety in the past year, recalled the **main message or theme** of the advertisements being *"Make sure your fire is out"*. 10.6% of these respondents recalled the main message or theme of the advertisements about wildfire safety being *"Only you can prevent fires"*.

Chart 74

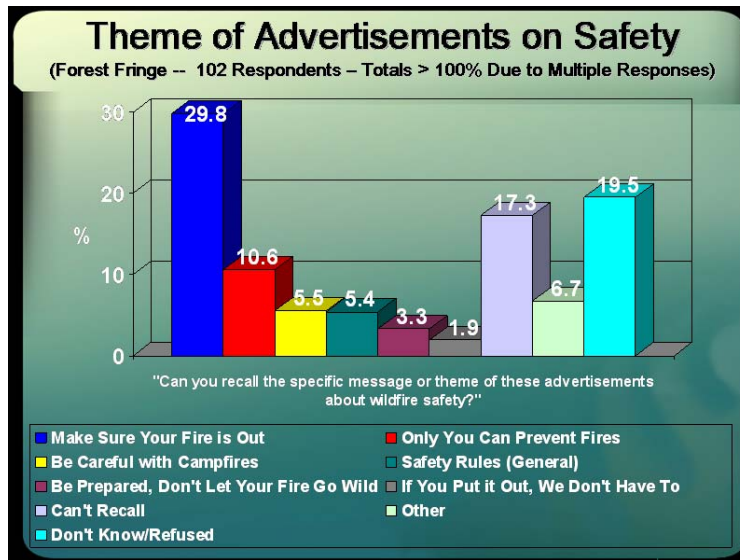


Chart 75 shows 68.5% of the Provincial survey respondents who recalled seeing or hearing information about wildfire safety during the past year, **do not recall** any of that information coming from **sources beyond news reports or advertisements**.

Chart 75

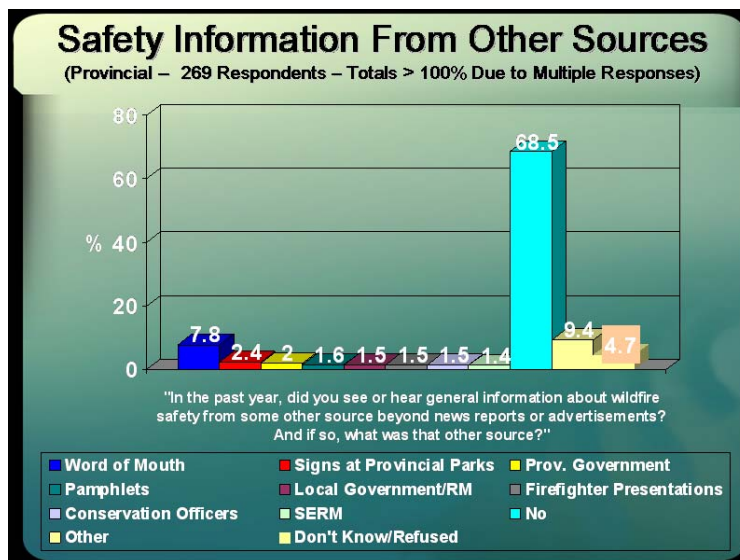


Chart 76 shows 64.7% of the Forest Fringe survey respondents who recalled seeing or hearing information about wildfire safety during the past year, **do not recall** any of that information coming from **sources beyond news reports or advertisements**.

Chart 76

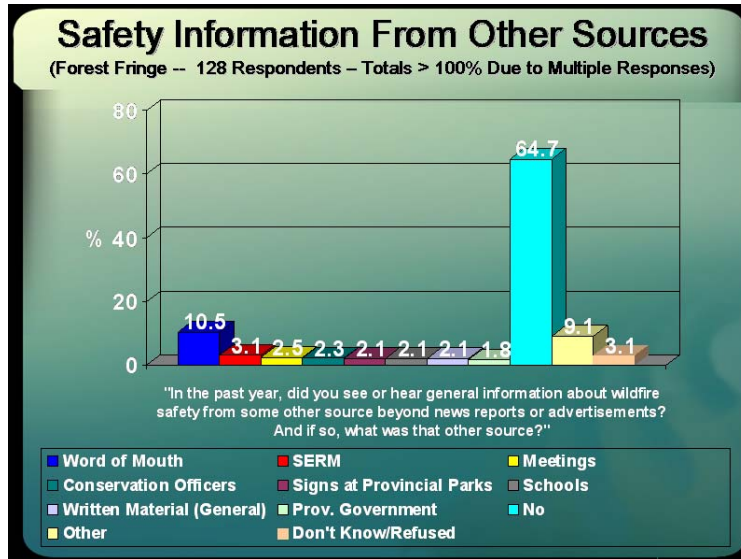


Chart 77 shows 50.2% of the 600 Provincial survey respondents recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message: "Be Prepared...Don't Let Your Fire Go Wild".

Chart 77



Chart 78 shows only three demographic sub-groups differed significantly from the Total Sample when it came to recall of the **Saskatchewan Environment Fire Awareness Message**, and all three were significantly *more likely* than the Total Sample to say that they recalled the message. Residents of the North Central Region were the *most likely* of all Provincial survey respondents to say that they recalled the message (72.6% vs. 50.2% for the Total Sample).

Chart 78

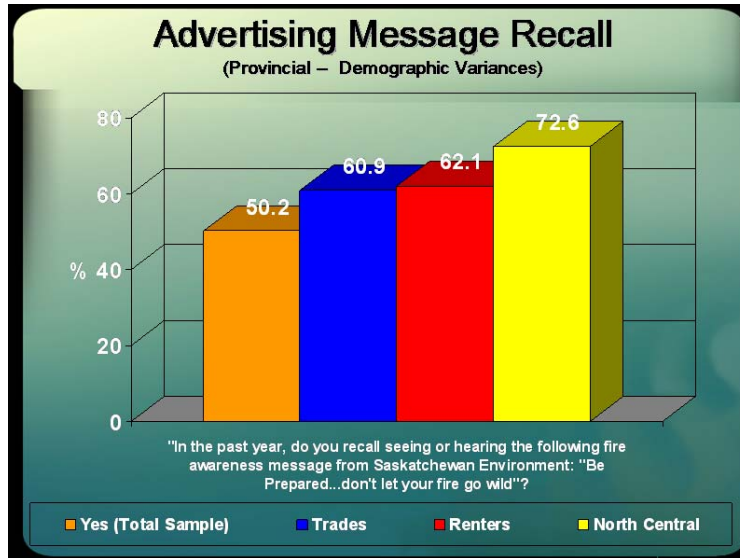


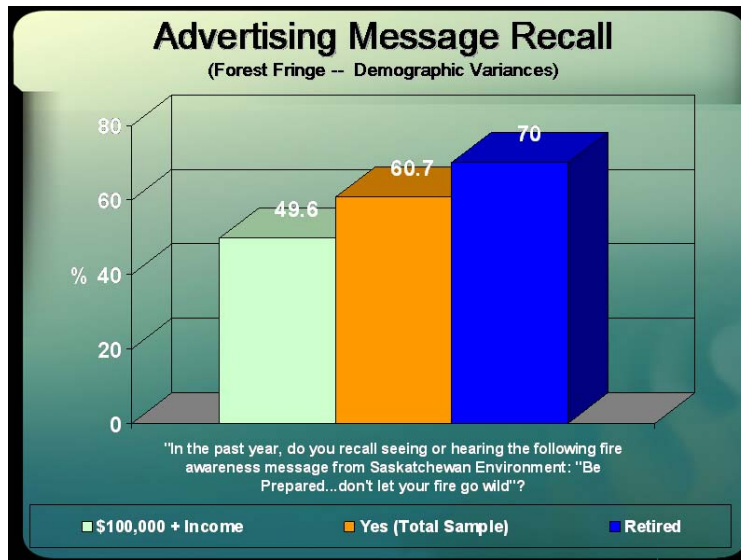
Chart 79 shows 60.7% of the Forest Fringe survey respondents recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message, "Be Prepared...Don't Let Your Fire Go Wild".

Chart 79



Chart 80 shows Forest Fringe survey respondents with annual Household Incomes of \$100,000 and higher were the *least likely* of all to say they recalled the Saskatchewan Environment Fire Awareness Message (49.6% vs. 60.7% for the Total Sample). At the other end of the scale, Retired Forest Fringe respondents were the *most likely* to recall the message (70% vs. 60.7% for the Total Sample).

Chart 80



The 301 Provincial survey respondents who recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message were asked **where** they recalled seeing or hearing it. Because respondents could provide more than one location, their responses will total more than 100%. **Chart 81** shows 58.3% of these respondents recall accessing the message on **television**. 32.4% recall accessing the message on **radio**.

Chart 81

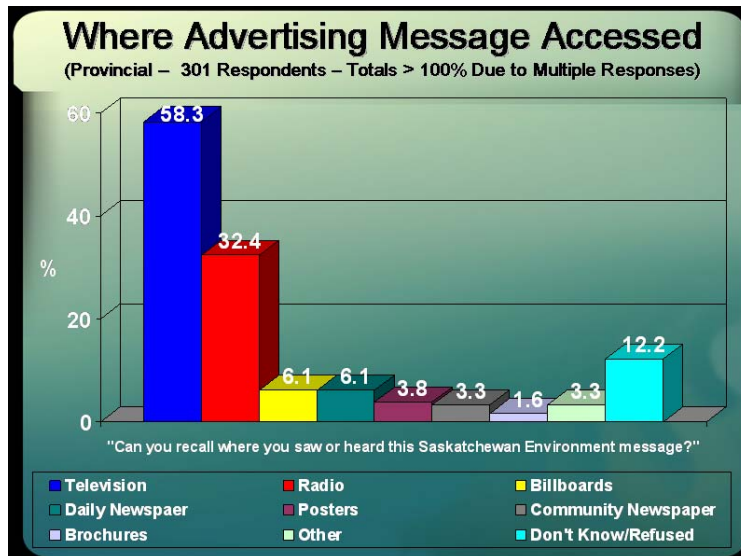
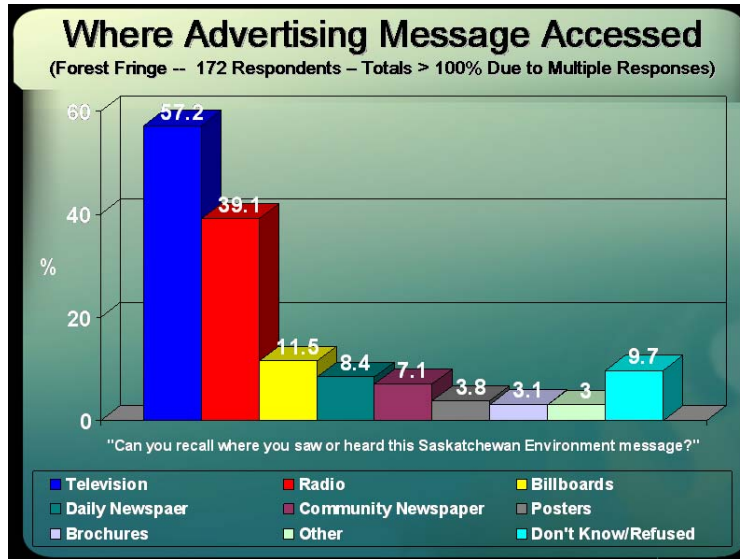


Chart 82 shows 57.2% of the Forest Fringe survey respondents who recalled seeing or hearing the Saskatchewan Environment Fire Awareness Message, recalled accessing the message on **television**. 39.1% recalled accessing the message on **radio**.

Chart 82



In the next survey question, respondents were given a **detailed description** of a television advertisement concerning wildfire safety, and were asked if they recalled seeing that specific advertisement in the past year. The description of the advertisement was as follows:

"The advertisement opens with words on a black screen: "Conditions Hot, Dry, and Windy. One Spark". Then you see a picture of a forest fire raging on a hillside, followed by more words on a black screen: "350 wildfires started by people." Next you see a picture of a man and a woman picking through what looks like the remains of a burned out home, followed by these words on a black screen: "You may be held liable". Then you see a picture of what looks like an entire neighbourhood of homes burned to the ground, concluding with these words on a black screen: "Be prepared... don't let your fire go wild." Do you recall seeing that television advertisement in the past year or so?"

Chart 83 on the following page shows 38.9% of Provincial survey respondents recalled seeing this **specific television advertisement**.

Chart 83

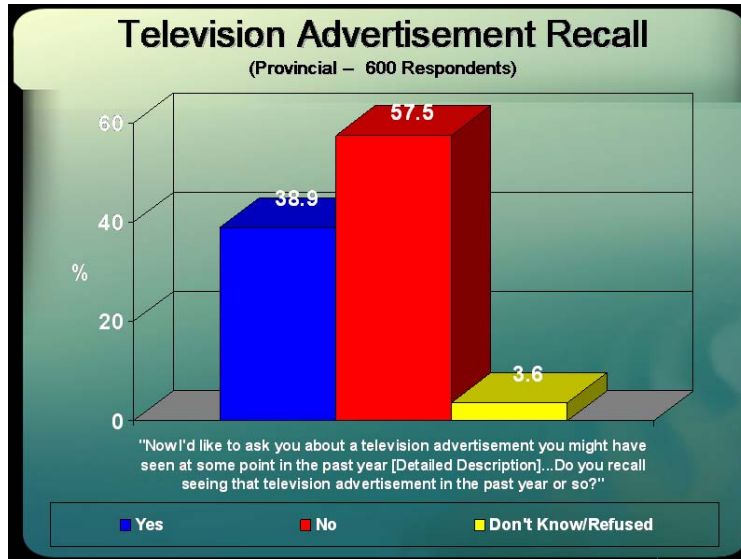


Chart 84 shows Provincial survey respondents from the 55 to 64 Age Group were *least likely* to recall seeing the **specific television advertisement** (26.5% vs. 38.9% for the Total Sample).

At the other end of the scale, respondents with annual Household Incomes of less than \$20,000 were the *most likely* of all to recall this television ad (56.4% vs. 38.9% for the Total Sample).

Chart 84

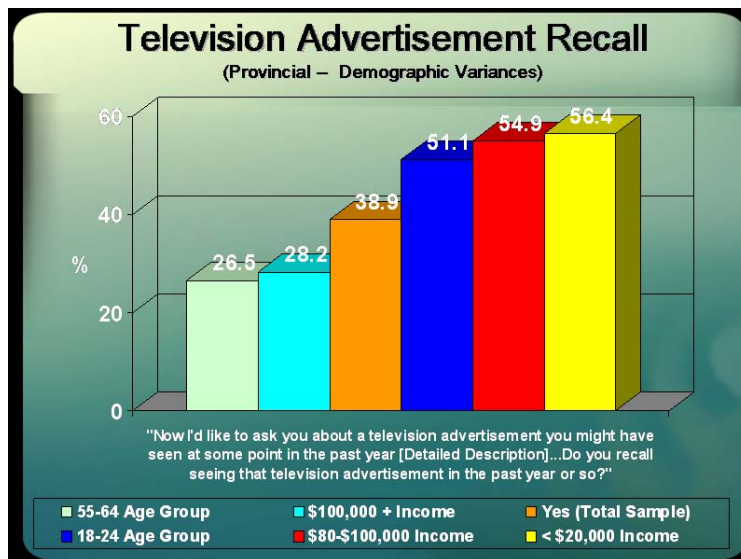


Chart 85 shows 35.4% of the Forest Fringe survey respondents recalled the specific Saskatchewan Environment television advertisement described.

Chart 85

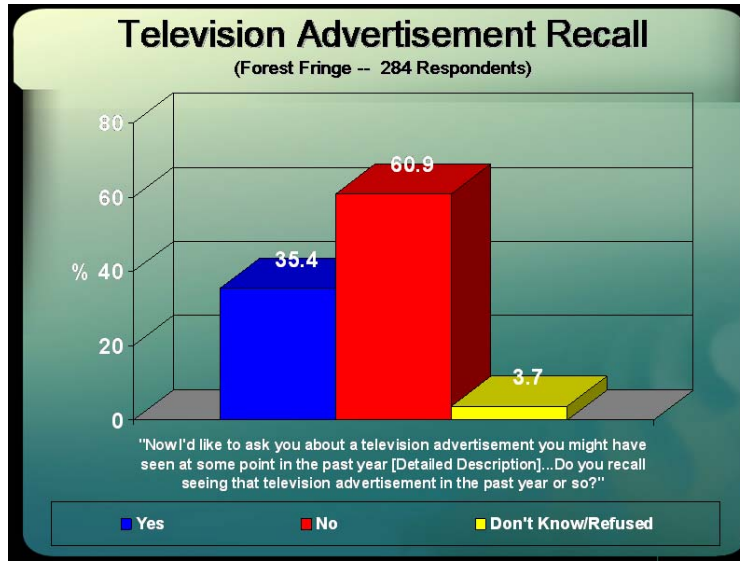


Chart 86 shows Forest Fringe survey respondents with annual Household Incomes of \$100,000 and higher were the *least likely* to recall the specific Saskatchewan Environment television advertisement described (8% vs. 35.4% for the Total Sample). At the other end of the scale, respondents with annual Household Incomes of less than \$20,000 were the *most likely* of all to recall the specific ad (72.8% vs. 35.4% for the Total Sample).

Chart 86

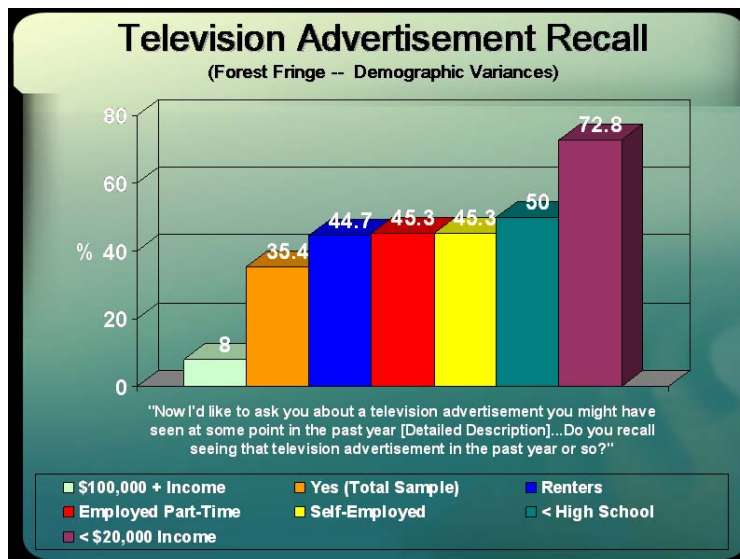


Chart 87 shows 4.6% of the 600 Provincial survey households have had a member visit the Saskatchewan Environment Website for information about wildfires.

Chart 87

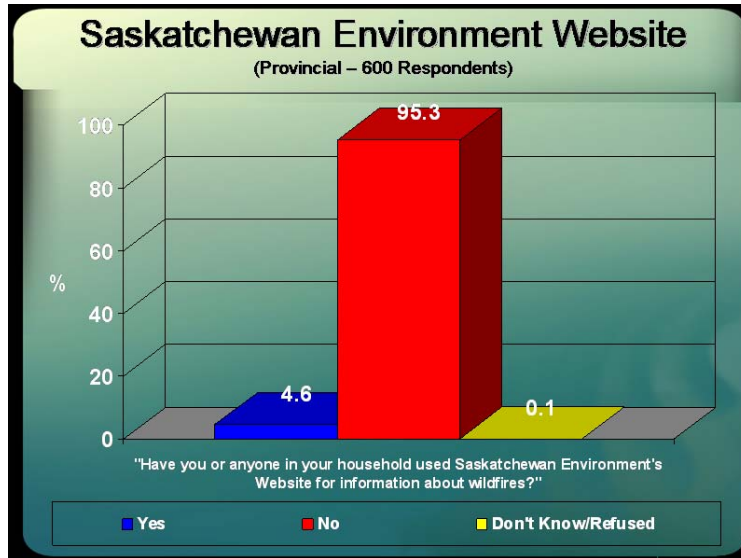


Chart 88 shows Provincial survey respondents with Trades Education (trades certificate or diploma) were the *most likely* of all to say that a member of their household had visited the **Saskatchewan Environment Website** to find information about wildfires.

Chart 88

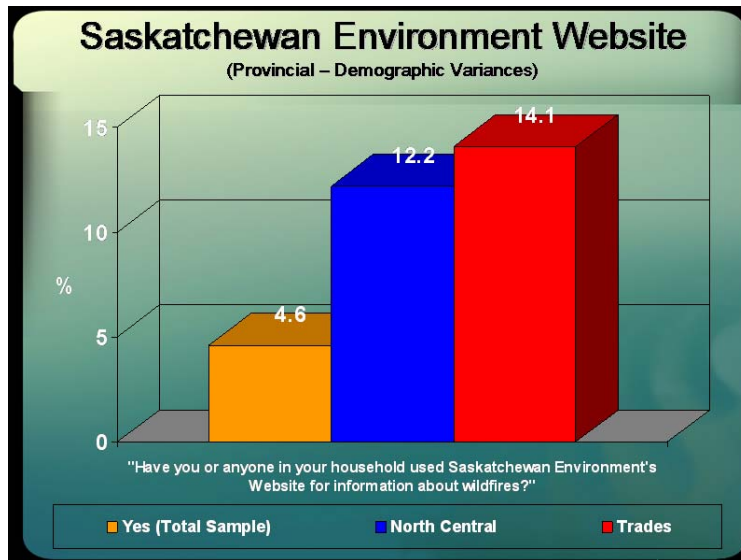


Chart 89 shows 7.8% of the Forest Fringe survey households have had a member visit the **Saskatchewan Environment Website** to find information about wildfires.

Chart 89

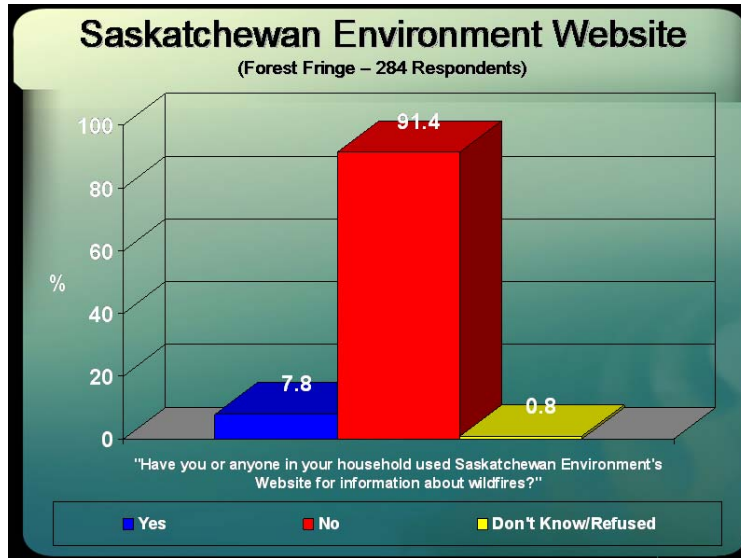
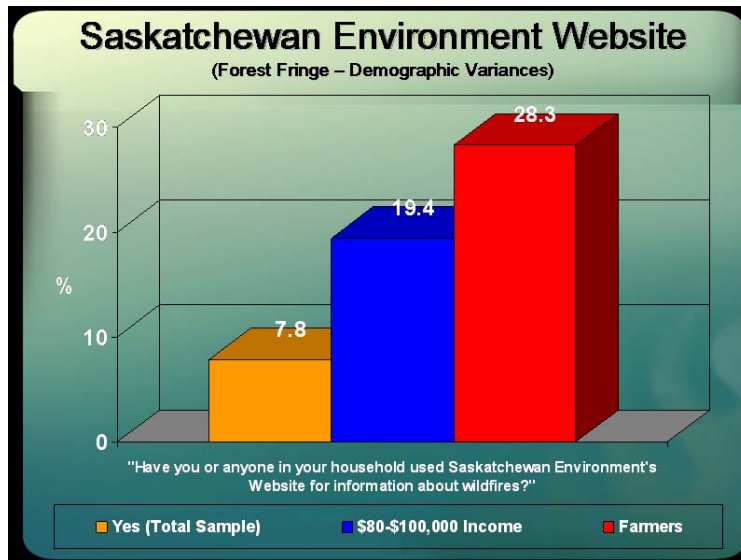


Chart 90 shows Farmers were the Forest Fringe respondents *most likely* of all to say that a member of their household had visited the **Saskatchewan Environment Website** in search of information about wildfires (28.3% vs. 7.8% for the Total Sample).

Chart 90



VIII. Demographic Characteristics of Survey Respondents

The following series of charts will display the **demographic characteristics** of the **Fire Awareness Survey** respondents. In each case, the demographic characteristics of the 600 *Provincial* respondents will be displayed first. Immediately following will be the demographic characteristics for the 284 *Forest Fringe* respondents. This grouping includes the 84 respondents from the Forest Fringe regions included within the 600 provincial survey sample, plus the **over sample** of 200 respondents conducted within the Forest Fringe Regions.

Chart 91

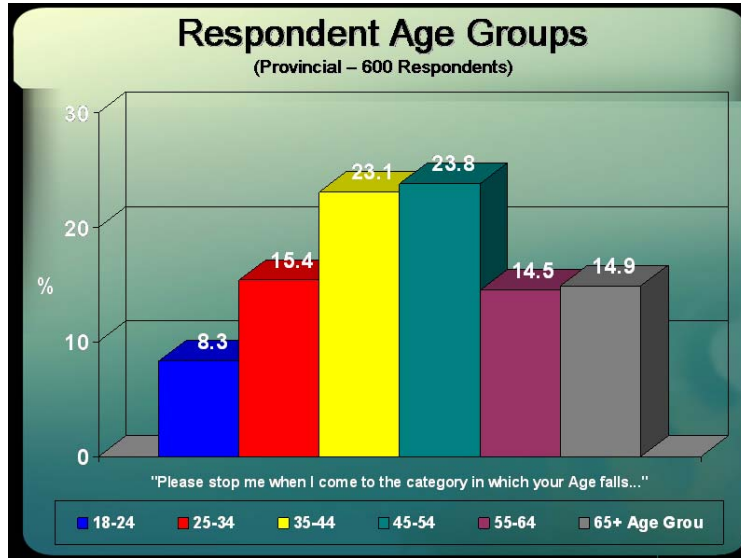


Chart 92

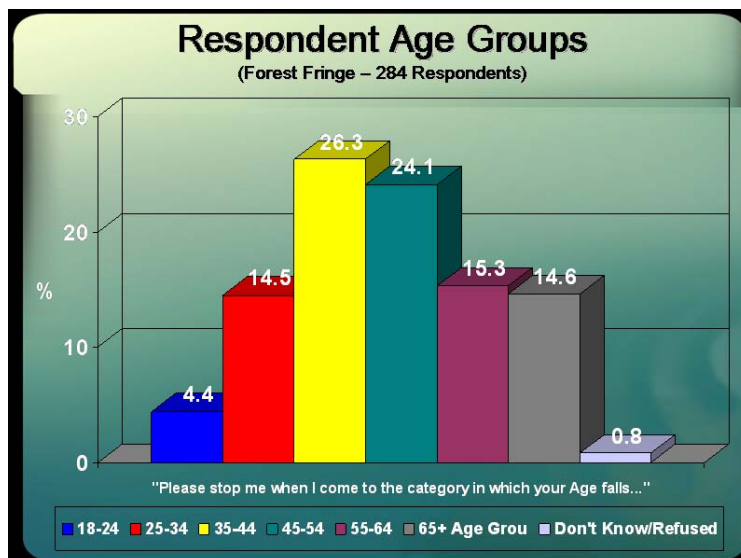


Chart 93

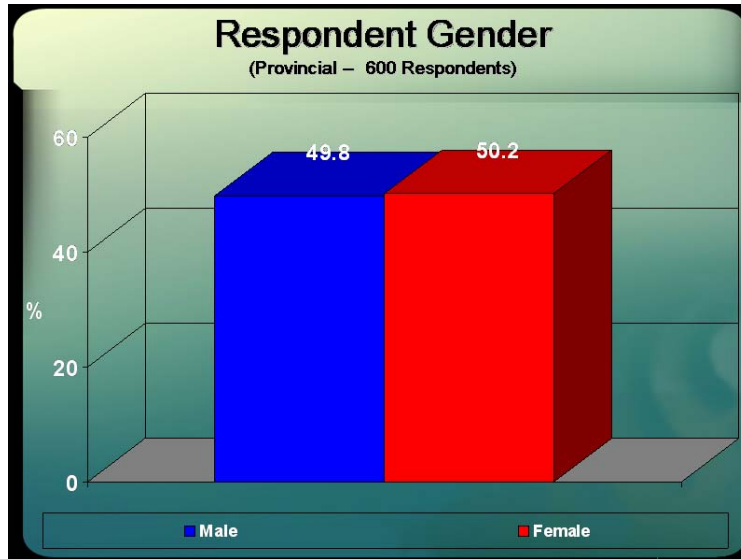


Chart 94

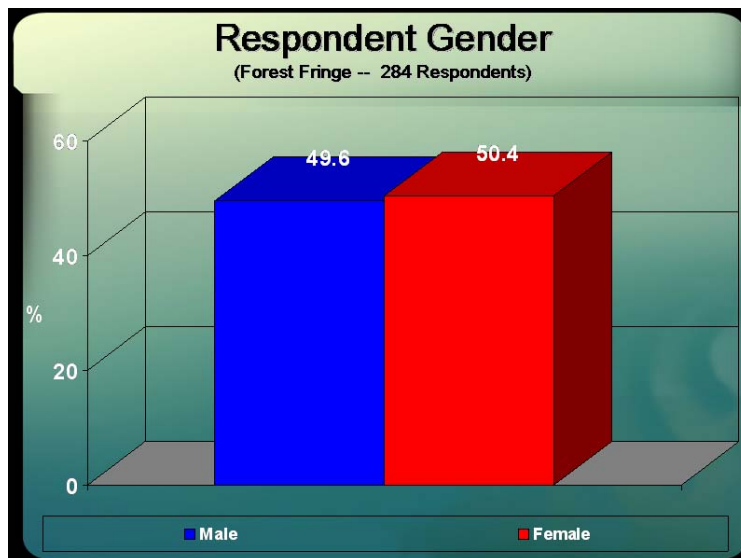


Chart 95

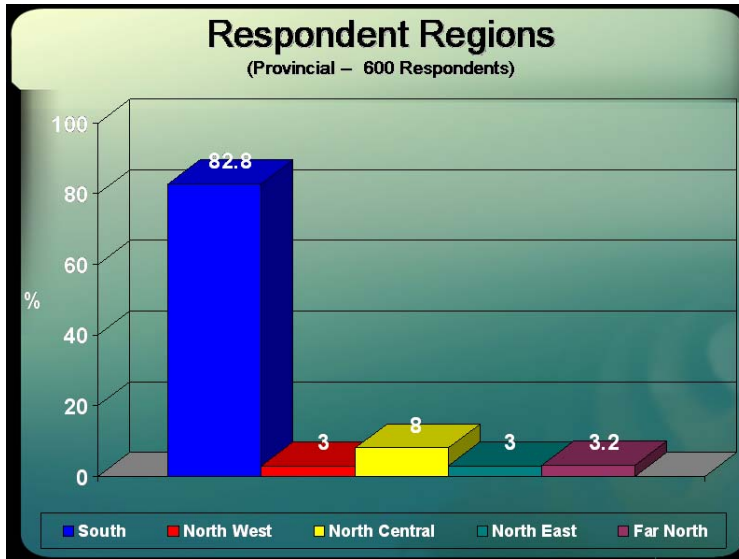


Chart 96

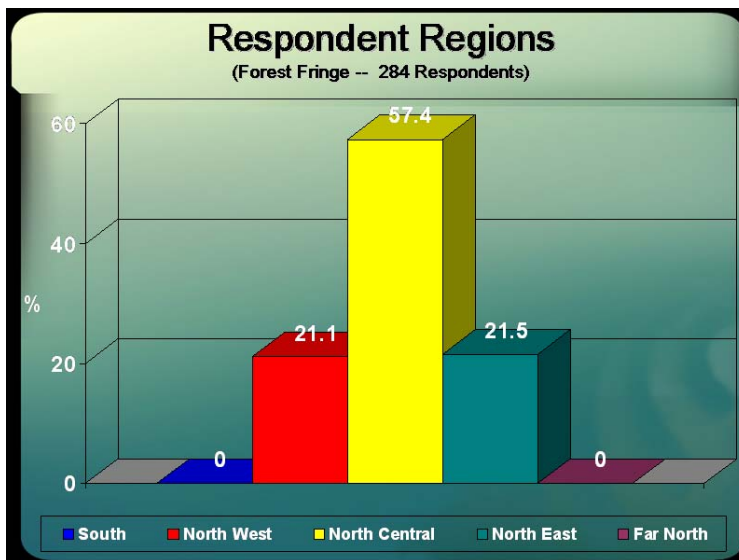


Chart 97

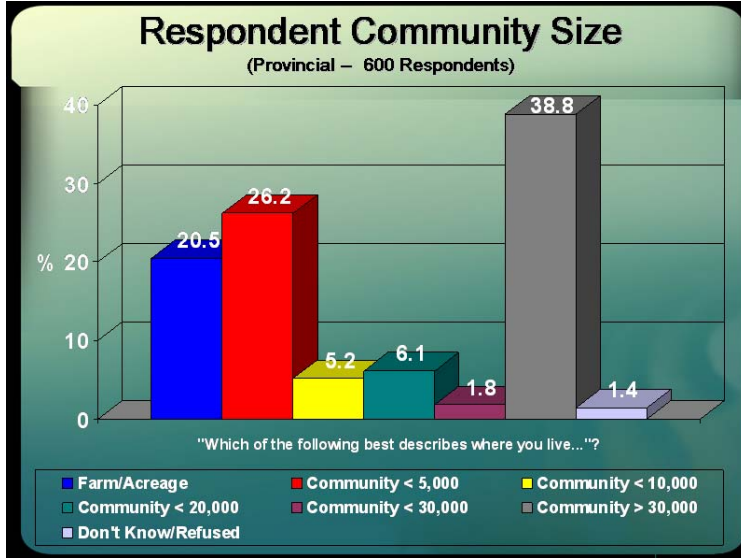


Chart 98

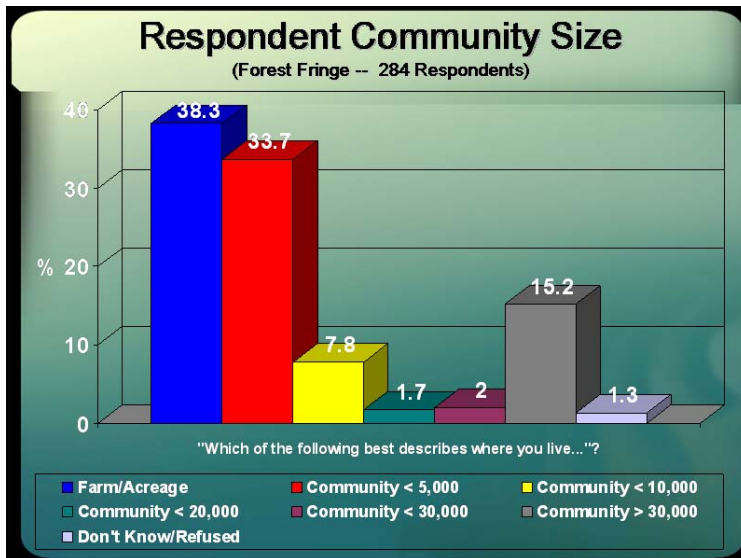


Chart 99

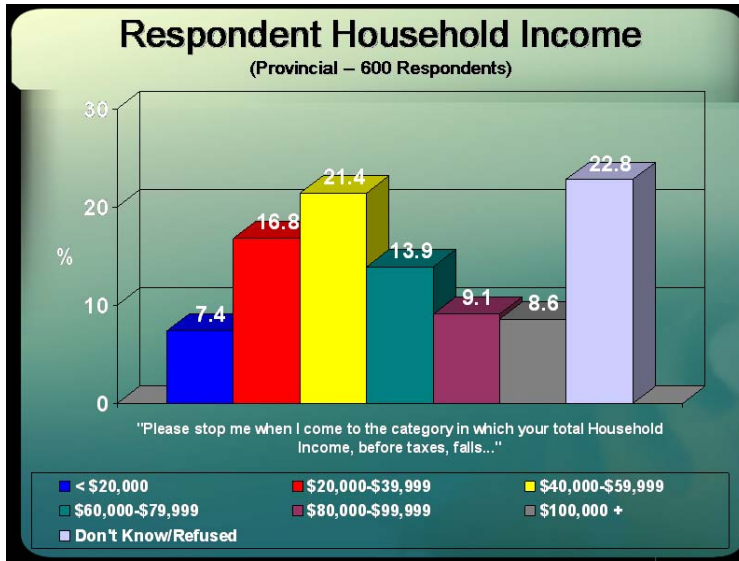


Chart 100

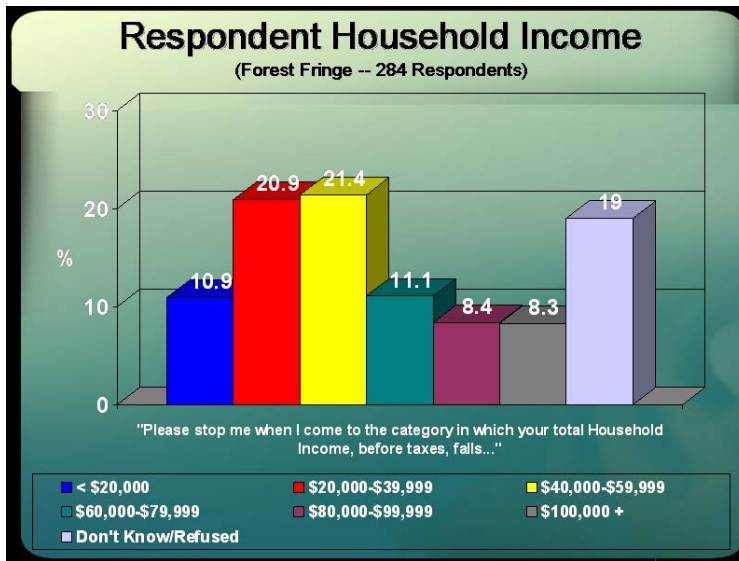


Chart 101

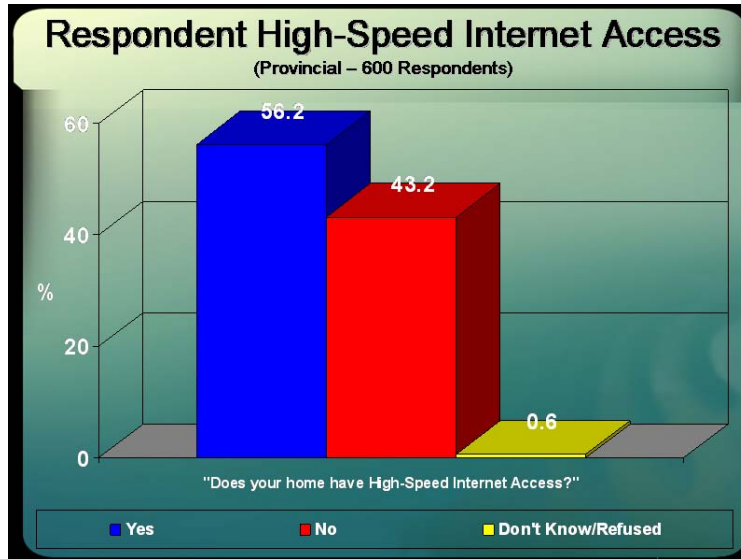


Chart 102

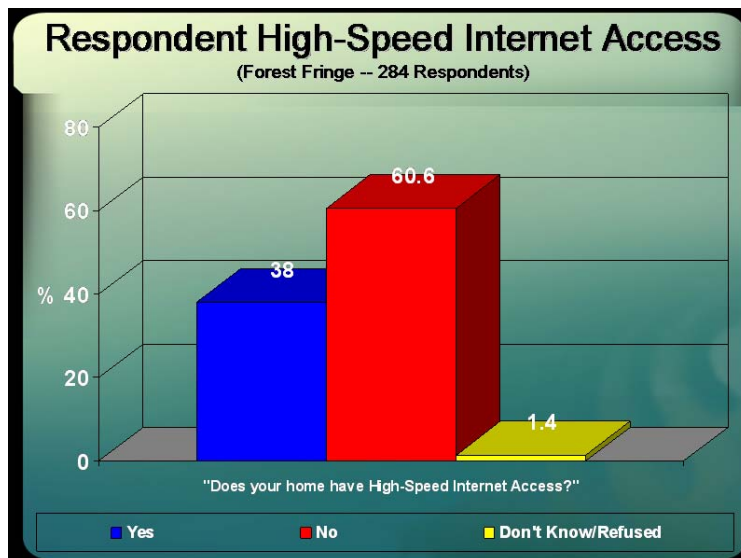


Chart 103

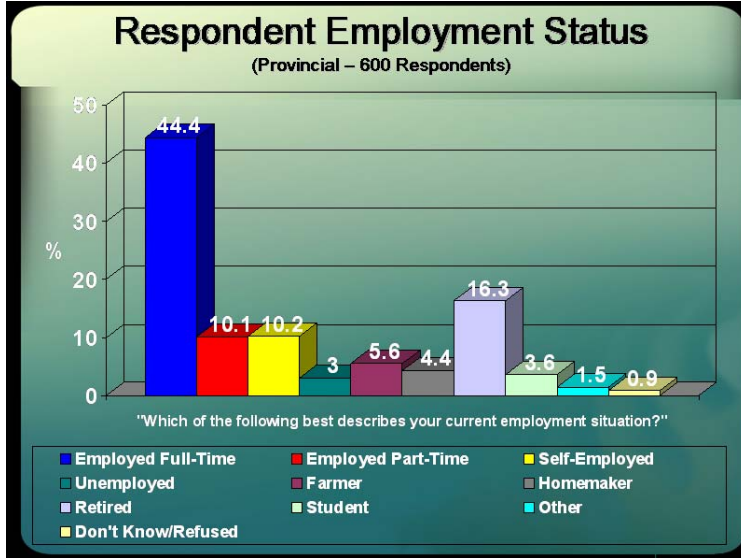


Chart 104

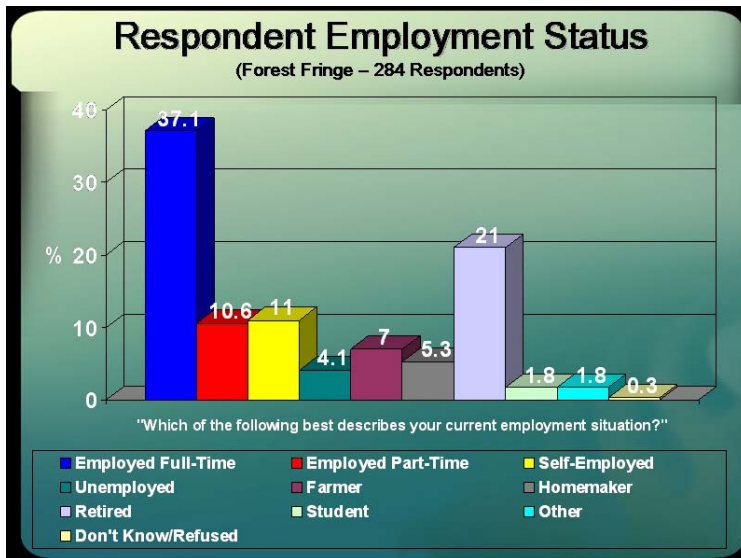


Chart 105

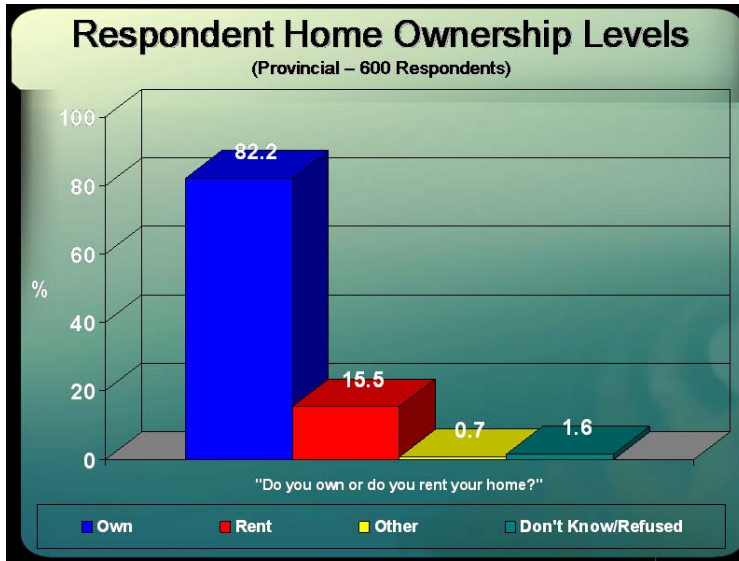


Chart 106

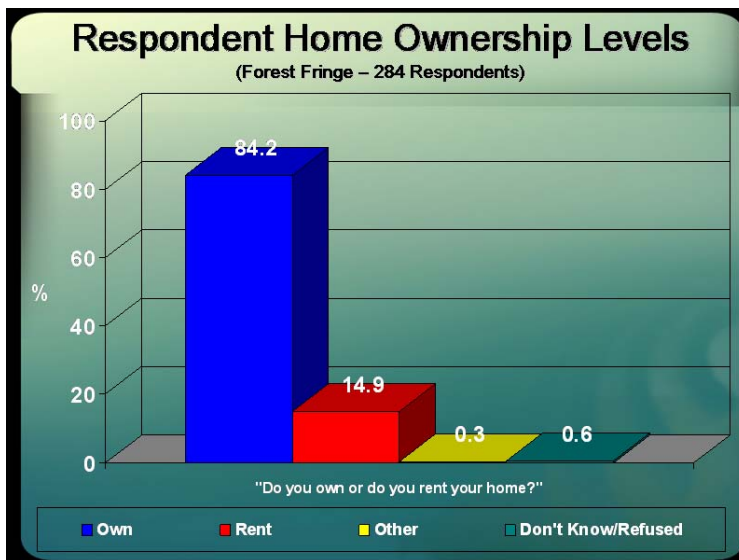


Chart 107

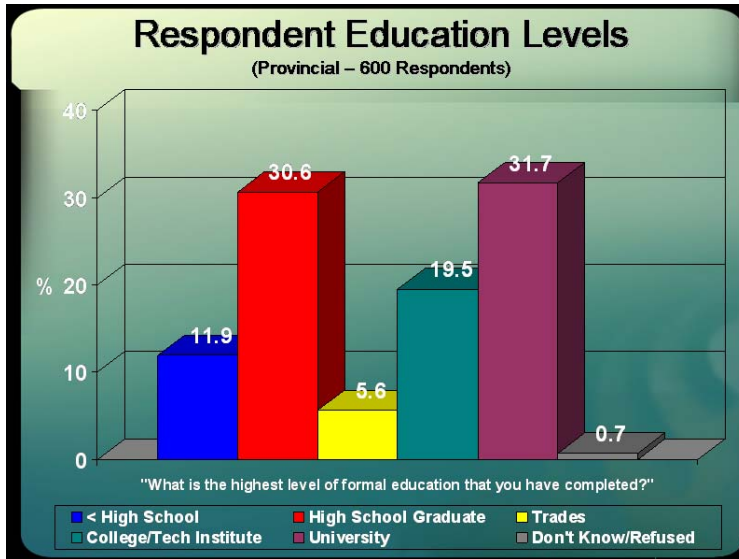
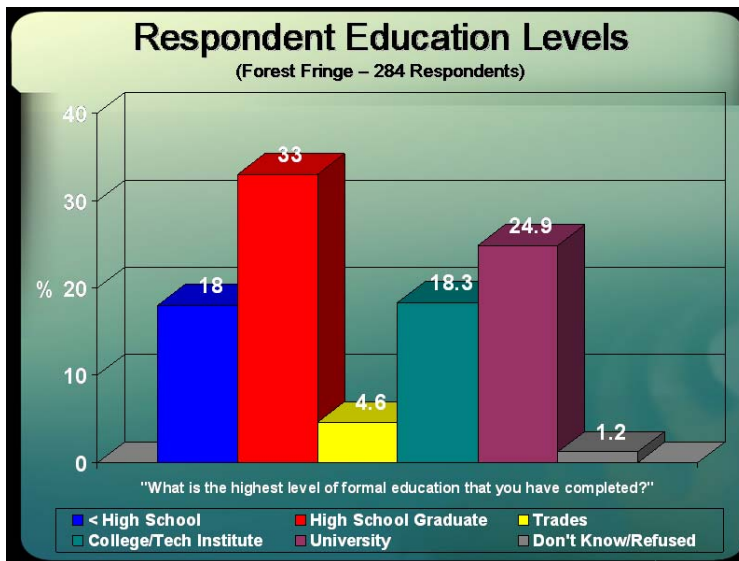


Chart 108



Report Prepared: March 31 2006