

# Survey Results

Report

**Prepared for:  
Saskatchewan Environment**

March 2005

Pulse Research Limited  
202-2750 Faithfull Avenue  
Saskatoon, SK S7K 6M6

Phone: (306) 683-6351  
Fax: (306) 242-9827

 pulse  
research ltd.

[www.pulseresearch.ca](http://www.pulseresearch.ca)

## TABLE OF CONTENTS

1	OBJECTIVES .....	1
2	METHODOLOGY .....	2
2.1	Questionnaire Design .....	2
2.2	Survey Sample .....	2
2.3	Survey Administration.....	2
2.4	Survey Analysis .....	2
3	SURVEY RESULTS.....	3
3.1	Fire Uses.....	3
3.2	Burning Permits.....	4
3.3	Precautions.....	6
3.4	Campfires.....	9
3.5	Fire Safety Information .....	11
3.5.1	Unaided Recall – Fire Messages.....	15
3.5.2	Aided Recall – “Be Prepared...don’t let your fire go wild”.....	17
3.6	Property Protection .....	19
3.6.1	Property Protection Information.....	20
3.7	Demographics.....	21
	APPENDIX 1: QUESTIONNAIRE - 2005.....	22
	APPENDIX 2: OPEN-ENDED QUESTION RESPONSES .....	28

## EXECUTIVE SUMMARY

The majority of respondents (79.1%) indicated that they use fire for recreational purposes only. 168 respondents used fire for constructive purposes.

### **Burning Permits**

When asked what types of activities you need a provincial burning permit for the top three mentioned responses were:

- Stubble burning (17.2%),
- Campfires (16.6%) and
- Burning grass (13%).

29.2% of respondents that use fire for constructive purposes indicated that a burning permit is required "within 4.5 kms/3 miles of provincial forest" or "near forest".

15.5% correctly answered "April 1 to October 31" as to when burning permits are required.

39.1% of respondents that use fire for constructive purposes were able to answer correctly "SERM/Sask. Environment/Department" as to the agency that issues burning permits.

### **Precautions**

Top three conditions that respondents consider when lighting a fire are:

- Wind,
- Soil moisture levels and
- Dryness of materials.

When asked who is responsible for the cost of suppressing a human caused fire, the most mentioned response was "whoever starts it (38.4%)".

### **Campfires**

94.4 % of respondents build campfires. Below is the percentage of those who build fire in each area of the province.

Area	Percentage that Builds Campfires
South	99.7%
Northeast	91.7%
North	88.3%
Northwest	91.8%
Prince Albert	93.0%

To ensure the campfire is safe, respondents' top three mentions were:

- Use facilities wherever available,
- Have pail of water/shovel handy and
- Build on mineral soil/rock/sand.

To ensure the campfire is out, respondents' top three mentions were:

- Drown fire,
- Float and stir coals and
- Watch until it is out.

### **Fire Safety Information**

The majority of respondents answered they could get wildfire safety information from "SERM/Environment/DNR/SE".

6% of respondents had visited Saskatchewan Environment's website to get fire safety information. This is an increase from 2004. More promotion is needed to increase the traffic towards the website.

47.9% of respondents had seen or heard information about wildfires in the past year. This information was noticed mostly through television ads.

The top two fire prevention messages seen or heard were:

- "Only you can prevent forest fires"/Smokey the Bear and
- Make sure its out/put out your fire.

These messages were most seen through television. 0.5% of respondents noticed Saskatchewan Environment's fire message with unaided recall.

46.4% of all respondents had hear or seen "Be Prepared...don't let your fire go wild" with aided recall. Respondents that reside in Northern Saskatchewan were more likely to have noticed this advertisement. This advertisement was mostly seen through television ads.

### **Property Protection**

31.2% of respondents own or lease property or operate a business in or near wildlands. 53.6% of these respondents had done something to reduce their wildfire risk. Just over half of those that indicated "clear brush/bush/yard".

Of those that own or lease property or operate a business in or near wildlands, 34.4% had seen or heard information on how to protect their property from wildfire. These respondents most mentioned they had seen the information through "mail/brochure/flyer/leaflet/poster".

# 1 OBJECTIVES

The Government of Saskatchewan contracted with Pulse Research Ltd. in March 2005 to conduct a survey on behalf of Saskatchewan Environment. The survey was to be used to gauge the public's awareness of fire safety issues. This survey will also serve as a baseline for September of 2005 to measure the effectiveness of advertisement throughout the fire season. The main objectives of Fire Awareness survey are:

- To continue to track the public's awareness of fire safety information, and
- To measure public awareness of fire safety messages.

This report will assist Saskatchewan Environment in assessing the effectiveness of its advertising and information delivery systems. The same benchmarking survey was completed in 2003 and 2004. Results include comparison to data collected in the Spring and Fall of 2004.

## 2 METHODOLOGY

### 2.1 Questionnaire Design

The questionnaire was provided by Saskatchewan Environment. Both closed-ended and open-ended questions were used to gather information. Open-ended questions were coded where appropriate. See Appendix 1 for a copy of the survey.

### 2.2 Survey Sample

In total, there were 802 completed surveys. The random sample of Saskatchewan households was derived from an online public telephone directory (InfoCanada). The survey was completed with 502 residents from Northern Saskatchewan that reside in the forest or forest fringe area of the province. 300 residents were surveyed in Southern Saskatchewan that participated in fire activities in the Northern and Central areas of Saskatchewan.

### 2.3 Survey Administration

Telephone interviews were conducted from March 8, 2005 to March 19, 2005 from 10:30 am to 9:00 pm Monday through Friday and 10:00 am to 6:30 pm on Saturday. All surveys were administered by Pulse Research Limited.

### 2.4 Survey Analysis

Surveys were administered using Computer Assisted Telephone Interviewing (CATI) software. This software allows surveyors to input respondent data directly into the computer which reduces data input errors. The CATI system automatically verifies each response to ensure that data falls within specified parameters for each quantitative question.

At the completion of the survey administration all data was input into an SPSS data file. A series of computer checks were made to ensure that the data was consistent and suitable for statistical analysis.

The frequency distribution results of all questions were computed. Where appropriate, cross tabulations were performed with demographic variables to identify attitudes and opinions specific to a particular subpopulation. The demographic variables and their groupings were as follows:

- Age
- Location (South, Prince Albert, Northwest, North, Northeast)
- Gender

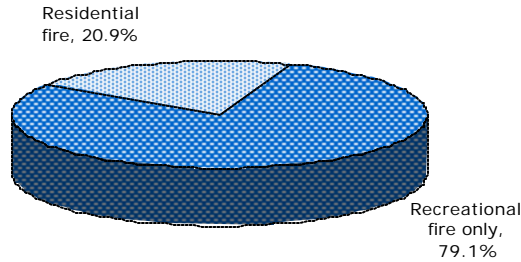
The total sample size and the corresponding margin of error of results were as follows:

Total Sample size:	800	± 3.5 percent, 19 times out of 20
South:	300	+ 5.7 percent, 19 times out of 20
North:	500	± 4.4 percent, 19 times out of 20

### 3 SURVEY RESULTS

#### 3.1 Fire Uses

Q2. Can you explain what you or your family use fire for?



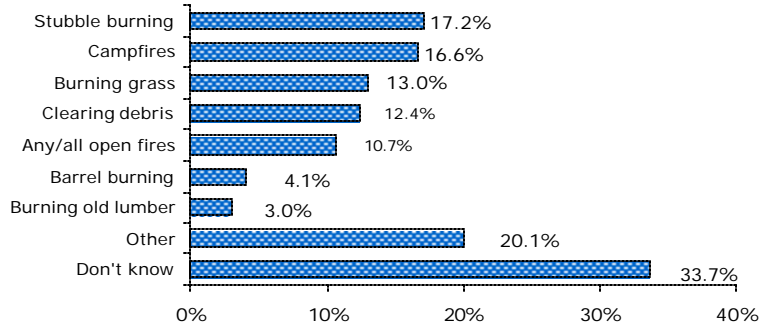
The majority of respondents (79.1%) indicated that they use fire for recreational purposes only. 168 respondents used fire for constructive purposes. A complete list of open-ended responses is included in the appendix.

Results were cross-tabulated against demographic variables and tested for significance. The analysis found that female respondents or respondents who live in Southern Saskatchewan were more likely to use fire for "recreational" purposes. Male respondents or respondents that live in Northern Saskatchewan (Northeast, North, Northwest, and Prince Albert) were more likely to use "residential fire". Residents of the "North" were more likely than any other area to use "residential fire". As the age of the respondent increases, they are more likely to use "residential fire". As the age decreases, the more likely they are to use fire for "recreational" purposes.

### 3.2 Burning Permits

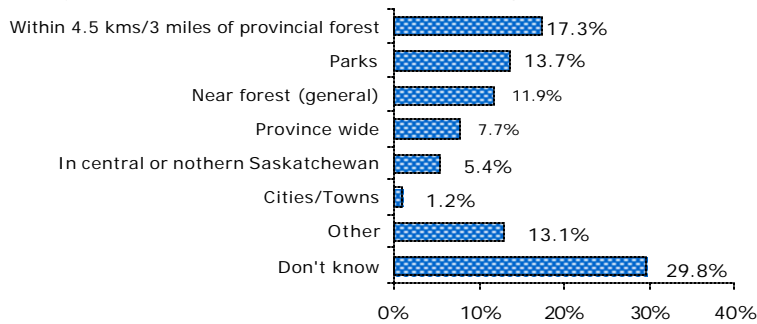
Respondents that used fire for constructive purposes (168 respondents) were asked a series of questions with regards to burning permits.

#### Q3. Can you tell me what types of activities you need a provincial burning permit for?



Interviewers were permitted to select all mentions from the respondent. The top three mentioned responses were “stubble burning (17.2%)”, “campfires (16.6%)” and “burning grass (13%)”.

#### Q4. Can you tell me where provincial burning permits are required?

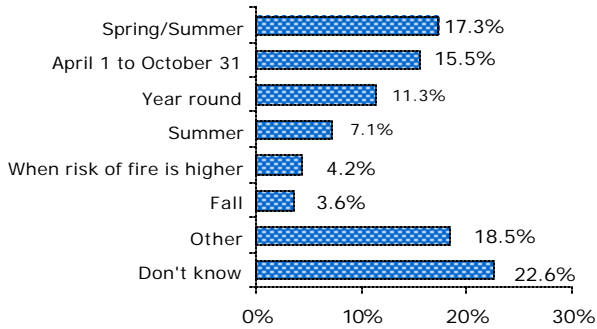


29.8% of respondents that use fire for constructive purposes were unable to respond to this question. 17.3% of respondents were able to answer correctly and 29.2% answered “within 4.5 kms/3 miles of provincial forest” or “near forest”. Males were more likely than females to answer “within 4.5 kms/3 miles of provincial forest” or “near forest”. The combination of these two responses has decreased from 41.8% in Fall 2004 and 46.4% in Spring 2004.

	Spring 2004		Fall 2004		Spring 2005	
	N=196	%	N=189	%	N=168	%
Within 4.5 kms/3 miles of provincial forest	47	24.0%	27	14.3%	29	17.3%
Near forest (general)	44	22.4%	52	27.5%	20	11.9%
Parks	30	15.3%	19	10.1%	23	13.7%
Province wide	21	10.7%	33	17.5%	13	7.7%
In central or northern Saskatchewan	6	3.1%	23	12.2%	9	5.4%
Cities/Towns	-		-		2	1.2%



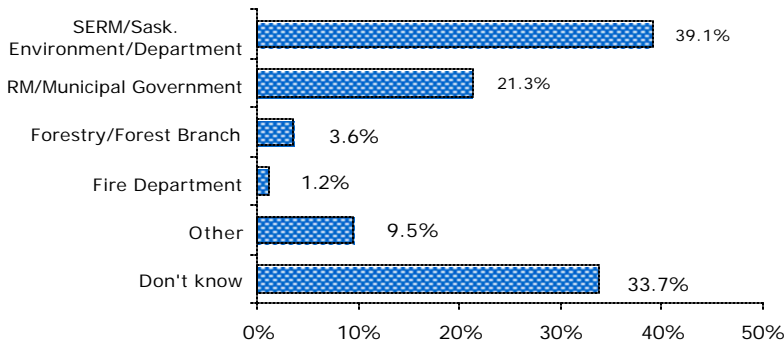
**Q5. Can you tell me when these provincial burning permits are required?**



17.3% of respondents that use fire for constructive purposes mentioned permits were required in “spring and summer”. 15.5% answered correctly “April 1 to October 31”, a decrease from fall of 2004 and an increase from the same time period of 2004.

	Spring 2004		Fall 2004		Spring 2005	
	N=196	%	N=189	%	N=168	%
Spring/Summer	18	9.2%	32	16.9%	29	17.3%
April 1 to October 31	25	12.8%	34	18.0%	26	15.5%
Year round	41	20.9%	47	24.9%	19	11.3%
Summer	27	13.8%	7	3.7%	12	7.1%
When risk of fire is higher	32	16.3%	22	11.6%	7	4.2%
Fall	7	3.6%	2	1.1%	6	3.6%

**Q6. What agency issues provincial burning permits?**



Interviewers were permitted to select all mentions from the respondent. 39.1% of respondents that use fire for constructive purposes were able to answer correctly “SERM/Sask. Environment/Department”. This is down slightly from fall of 2004 (44.4%) and up slightly from the same surveying period (spring) in 2004 (38.3%).

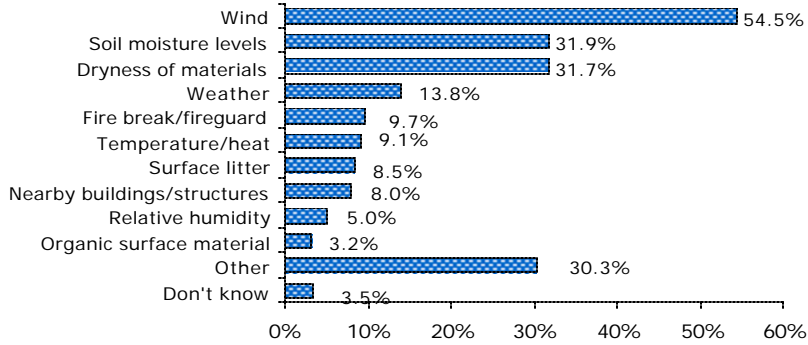
	Spring 2004		Fall 2004		Spring 2005	
	N=196	%	N=189	%	N=168	%
SERM/Sask. Environment/Department	75	38.3%	84	44.4%	66	39.1%
RM/Municipal Government	23	11.7%	18	9.5%	36	21.3%
Forestry/Forest Branch	9	4.6%	8	4.2%	6	3.6%
Fire Department	4	2.0%	12	6.3%	2	1.2%

### 3.3 Precautions

All respondents were asked about their precautions when using fire.

**Q7. When lighting a fire for purposes such as campfires or burning brush, stubble, grass or old lumber, what conditions do you take into consideration?**

Interviewers were permitted to select all mentions from the respondents



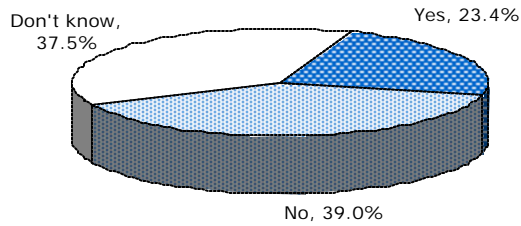
Over half of all respondents mentioned “wind (54.5%)” as a condition they consider when lighting a fire. This response has decreased from 2004. “Soil moisture levels” mentions have increased from 2004.

	Spring 2004		Fall 2004		Spring 2005	
	N=815	%	N=820	%	N=802	%
Wind	621	76.2%	575	70.1%	437	54.5%
Soil moisture levels	47	5.8%	65	7.9%	256	31.9%
Dryness of materials	286	35.1%	254	31.0%	254	31.7%
Weather	148	18.2%	210	25.6%	111	13.8%

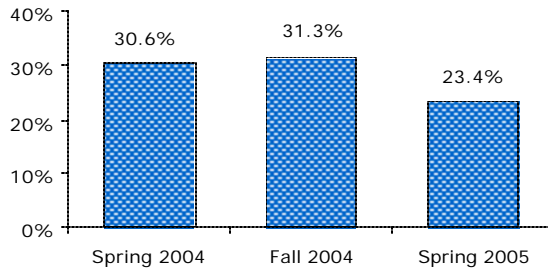
The results were tested for significance against demographic variables and the following characteristics were found. Of those that answered:

- “Temperature/Heat” or “Relative Humidity” – respondents were more likely to live in Northern Saskatchewan than Southern Saskatchewan,
- “Soil moisture” are more likely male respondents, respondents between the ages of 30 and 49 or those that live in Southern Saskatchewan,
- “Fire break/Fireguard” are more likely respondents 50 years or older or those that live in Northern Saskatchewan, and
- “Nearby buildings/structures” – respondents who live in Southern Saskatchewan.

**Q8. Are you insured against loss from wildfire?**

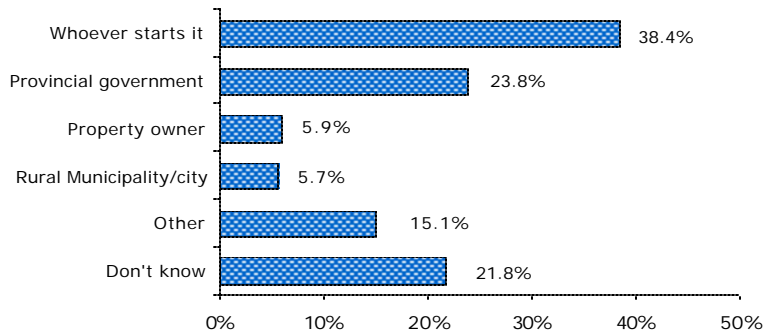


23.4% of respondents are insured against loss from wildfire. This has decreased from 2004.



Residents of Northern Saskatchewan (Northeast, North, Northwest, and Prince Albert) are more likely to say they are insured against loss from wildfire than respondents who reside in Southern Saskatchewan.

**Q9. Who is responsible for the costs of suppressing a human-caused wildfire?**



Interviewees were permitted to select all mentions from the respondent. The most mentioned response was "whoever starts it (38.4%)". This was also the most mentioned response in 2004.

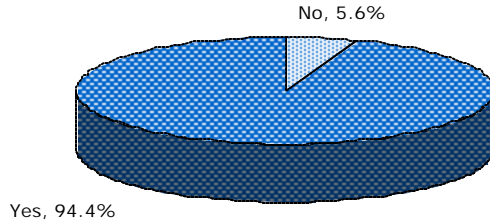
	Spring 2004		Fall 2004		Spring 2005	
	N=815	%	N=820	%	N=802	%
Whoever starts it	256	31.4%	363	44.3%	308	38.4%
Provincial government	195	23.9%	137	16.7%	191	23.8%
Property owner	66	8.1%	105	12.8%	47	5.9%
Rural Municipality/city	87	10.7%	54	6.6%	46	5.7%

Results were analyzed against demographic variables and the following characteristics were found:

- Male respondents or those living in Northern Saskatchewan were more likely to indicate “whoever starts it” as the person responsible for costs of suppressing a human-caused wildfire, and
- Respondents between the ages of 30 and 59 or those that live in Southern Saskatchewan were more likely to indicate the “Provincial Government” was responsible.

### 3.4 Campfires

#### Q10. Do you ever build a campfire?



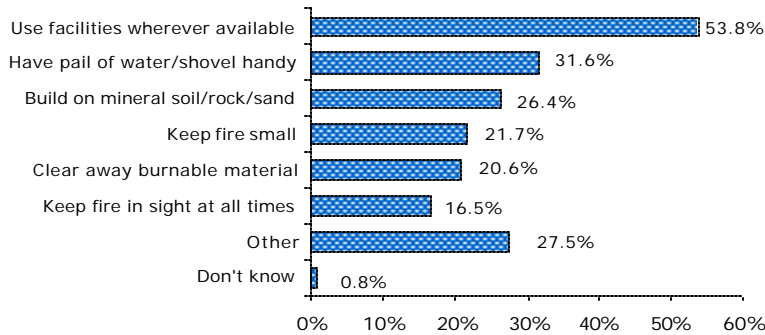
The majority of respondents (757) indicated that they do build a campfire. Respondents from Southern Saskatchewan were more likely than those from Northern Saskatchewan to indicate they build a campfire.

The following table depicts the percentage of respondents in each area of the province.

Area	Percentage that Builds Campfires
South	99.7%
Northeast	91.7%
North	88.3%
Northwest	91.8%
Prince Albert	93.0%
<b>Total</b>	<b>94.4%</b>

These respondents were then asked a series of questions about campfire safety.

#### Q11. What do you do to ensure your campfire is safe?



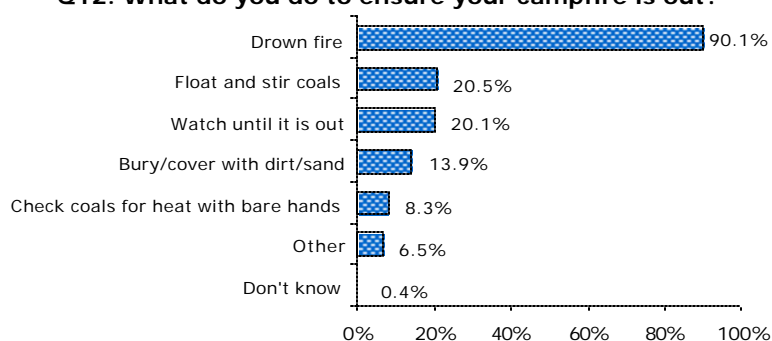
Over half of those that use campfires indicated they “use facilities wherever available” to ensure their campfire is safe as the most mentioned response and has increased from 2004.

	Spring 2004		Fall 2004		Spring 2005	
	N=683	%	N=622	%	N=757	%
Use facilities wherever available	297	43.5%	298	47.9%	407	53.8%
Have pail of water/shovel handy	201	29.4%	125	20.1%	239	31.6%
Build on mineral soil/rock/sand	146	21.4%	192	30.9%	200	26.4%
Keep fire small	170	24.9%	165	26.5%	164	21.7%
Clear away burnable material	110	16.1%	111	17.8%	156	20.6%
Keep fire in sight at all times	125	18.3%	123	19.8%	125	16.5%

There were significant differences found with regards to the area of the province. Respondents that live in Southern Saskatchewan were more likely to say "Use facilities wherever available" or "Keep fire small". Those that live in Northern Saskatchewan were more likely to indicate "Have pail of water/shovel handy".

There were significant differences based on gender. Female respondents were more likely than males to say "Keep fire in sight at all times" and males were more likely to say "Have pail of water/shovel handy".

### Q12. What do you do to ensure your campfire is out?



The most mentioned way to ensure the campfire is out is "drown fire (90.1%)". This is a slight increase from results in 2004.

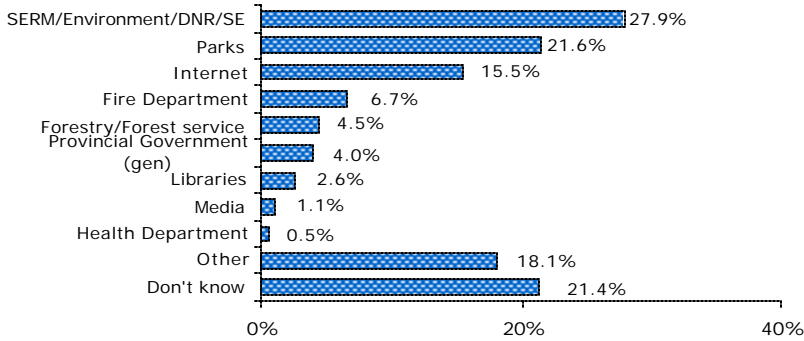
	Spring 2004		Fall 2004		Spring 2005	
	N=683	%	N=622	%	N=757	%
Drown fire	584	85.5%	528	84.9%	682	90.1%
Float and stir coals	48	7.0%	67	10.8%	155	20.5%
Watch until it is out	96	14.1%	168	27.0%	152	20.1%
Bury/cover with dirt/sand	109	16.0%	125	20.1%	105	13.9%
Check coals for heat with bare hands	25	3.7%	38	6.1%	63	8.3%

The younger the respondent is, the more likely they are to say "Bury/cover with dirt/sand" to ensure the campfire is out. Those respondents that live in Southern Saskatchewan were more likely to "Watch until it is out".

### 3.5 Fire Safety Information

All respondents were asked questions with regards to fire safety information and awareness of Saskatchewan Environment’s fire safety messages.

#### Q13. Where can you get wildfire safety information?



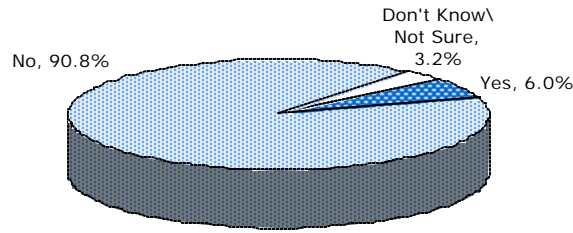
Interviewers were asked to enter all selections mentioned by the respondent. Saskatchewan Environment was the most mentioned agency to provide fire safety information as it remains from 2004. The use of Internet as a source of information has increased since 2004.

	Spring 2004		Fall 2004		Spring 2005	
	N=815	%	N=820	%	N=802	%
SERM/Environment/DNR/SE	226	27.7%	248	30.2%	224	27.9%
Parks	88	10.8%	66	8.0%	173	21.6%
Internet	44	5.4%	70	8.5%	124	15.5%
Fire Department	75	9.2%	112	13.7%	54	6.7%
Forestry/Forest service	42	5.2%	30	3.7%	36	4.5%
Provincial Government (gen)	39	4.8%	34	4.1%	32	4.0%
Libraries	6	0.7%	25	3.0%	21	2.6%
Media	3	0.4%	12	1.5%	9	1.1%
Health Department	-		-		4	0.5%

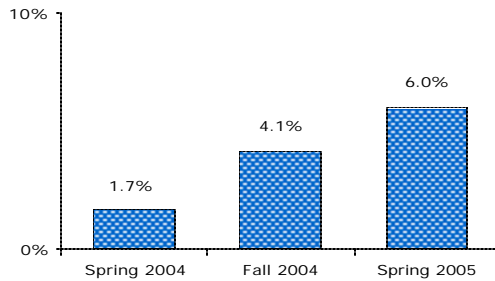
The results were analyzed based on demographic variables and tested for significant differences. The following conclusions can be made:

- Respondents that reside in Northern Saskatchewan were more likely to indicate they get wildfire information from “SERM/Environment/DNR/SE” or “Fire Department”,
- Female respondents were more likely than males to get information from “Parks”,
- Respondents aged 49 years or younger and those that reside in the South were more likely to get wildfire information through “Internet”, and
- As the age of the respondents decreases, the more likely they get wildfire information from “Libraries”.

**Q23. Have you or any members of your family used or accessed Saskatchewan Environment's website for information on wildfires?**



6% of all respondents had visited Saskatchewan Environment's website for information on wildfires. This has increased since 2004.



Respondents between the ages of 20 and 29 were more likely than others to say they have used or accessed the website for information.

**Q24a. If you see a wildfire what should you do?**

Activity	N=802	%
Call/report fire to Fire Dept./911/Police/SE/CO/Authorities	366	45.6%
Report it/Call/Contact someone/Family member/Call for help	325	40.5%
Attempt to put out if not too large/Get help	28	3.5%
Find safety/Get/Run away from fire/Evacuate	24	3.0%
Report fire/Fight fire/Find safety for you/others	16	2.0%
Phone emergency/Toll free/Hotline/TIPPS number	12	1.5%
Find safety then report fire	12	1.5%
Fight fire (volunteers)	6	0.7%
Look after others' safety/Warn others	4	0.5%
Don't know/Depends	6	0.7%
Other	3	0.4%

The top mentioned response is "call/report fire to Fire Dept./911/Police/SE/CO/Authorities". 45.6% of respondents mentioned that it should be reported and indicated where it should be reported to. A complete list of responses is included in the appendix.

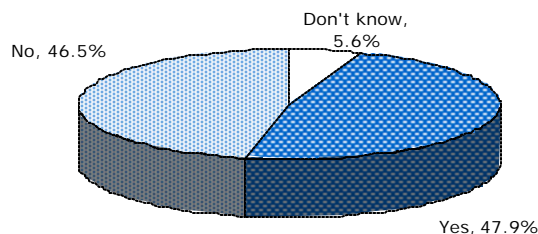


**Q24b. If one answer is: to report is, ask “Who would you report it to”?**

Report to Whom?	N=677	%
911/Emergency number/EMS/Operator	198	29.2%
Fire Department/Control/Cache	194	28.7%
SE/SERM/DNR/Forestry	96	14.2%
Conservation Officer/Park office/ranger/warden	48	7.1%
RCMP	46	6.8%
Police	42	6.2%
Local/proper authorities/Officials	15	2.2%
Volunteer Fire Dept./Ne ighbours/Store/Designated person(s)	6	0.9%
RM/Village office	4	0.6%
Don't know	9	1.3%
Other	19	2.8%

Respondents that indicated they would report the wildfire if they saw one, would report it to “911/Emergency number/EMS/Operator (29.2%)”, “Fire Department/Control/Cache (28.7%)” and “SE/SERM/DNR/Forestry (14.2%)”. A complete list of responses is included in the appendix.

**Q14. Have you seen or heard any information about wildfires in the past year?**



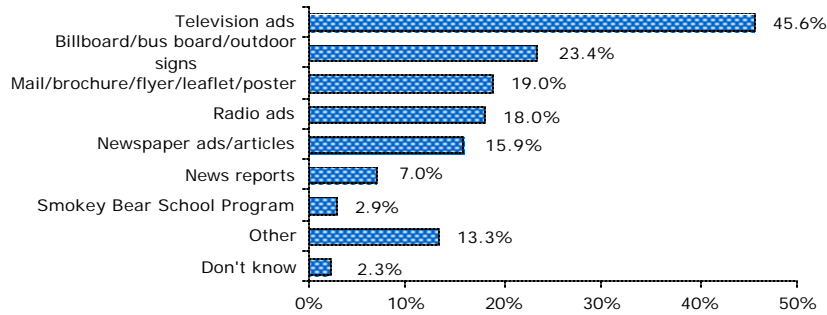
47.9% or 384 respondents had seen or heard information about wildfires in the past year.

The following tables breaks down the percentage in each area of the province that had noticed wildfire information.

Area	Percentage that had seen Wildfire Information
South	51.3%
Northeast	40.4%
North	47.7%
Northwest	45.6%
Prince Albert	50.0%
<b>Total</b>	<b>47.9%</b>

Respondents between 20 and 49 years of age or Southern residents were more likely than others to say they had seen wildfire information.

**Q15. Where did you notice this information?**



Of those that did notice information about wildfires, the most mentioned place they had seen this information was “television ads (45.6%)”.

Females were more likely than males to say they noticed the wildfire information from “TV ads” as well as those that reside in Southern Saskatchewan.

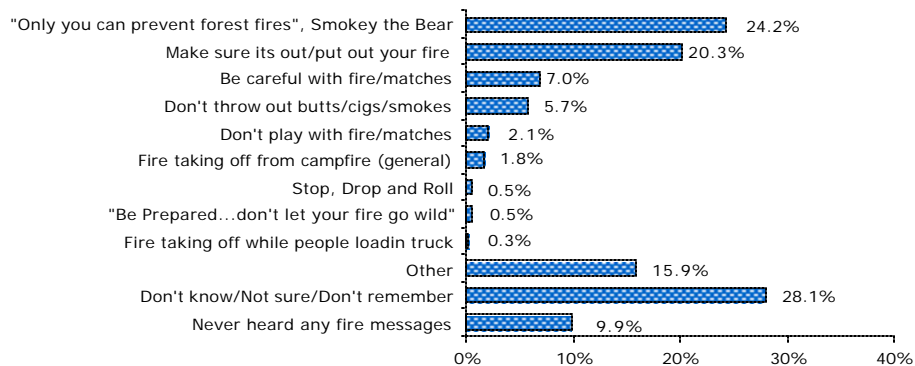
Those that stated from “newspaper ads/articles” were more likely females or those 50 years of age or older.

Those under 30 years old were more likely to say “Billboard/bus board/outdoor signs”.

### 3.5.1 Unaided Recall – Fire Messages

Respondents that had noticed information about wildfires in the past year were asked a series of questions about the messages contained within that information.

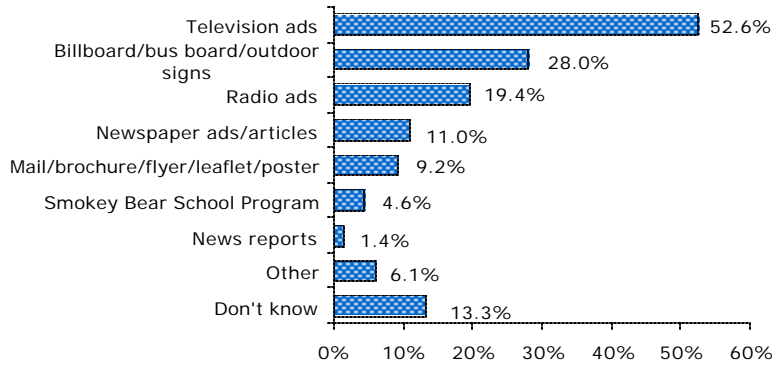
#### Q16. Can you tell me any fire prevention messages that you have seen or heard?



Of those respondents who had noticed some information on wildfires, 38% had not seen advertisements or could not remember. 24.2% of respondents indicated "Only you can prevent forest fires" or Smokey the Bear as the top mentioned message. 0.5% of respondents (2 from 384 respondents) mentioned Saskatchewan Environment's message "Be Prepared...don't let your fire go wild".

	Spring 2004		Fall 2004		Spring 2005	
	N=379	%	N=422	%	N=384	%
"Only you can prevent forest fires"/Smokey the Bear	105	27.7%	126	29.9%	56	24.2%
Fire taking off from campfire (general)	5	1.3%	5	1.2%	7	1.8%
"Be Prepared...don't let your fire go wild"	6	1.6%	25	5.9%	2	0.5%
Fire taking off while people loading truck	0	0.0%	2	0.5%	1	0.3%

**Q17. If yes, where did you see or hear it?**



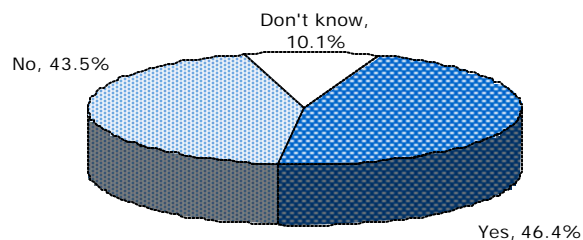
Of the 384 respondents that had noticed wildfire information, these messages were viewed by over half through "television ads (52.6%)".

Respondents that reside in Northern Saskatchewan were more likely to indicate they had viewed this information through "Newspaper ads/articles" or from "Smokey the Bear School Program".

Respondents between the ages of "30 and 39" and "older than 60" or residents of Southern Saskatchewan are more likely to indicate they had viewed this information through "Billboards/bus board/outdoor signs".

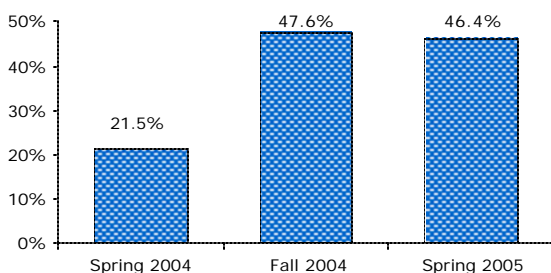
### 3.5.2 Aided Recall – “Be Prepared...don’t let your fire go wild”

**Q18. Can you tell me if you have seen or heard this past summer Saskatchewan Environment’s fire awareness message “Be Prepared... don’t let your fire go wild”?**



46.4% of all respondents had heard or seen “Be Prepared...don’t let your fire go wild” with aided recall.

The percentage of those who had seen the advertisement has remained the same since fall of 2004 but shows an increase from this same time period last year.

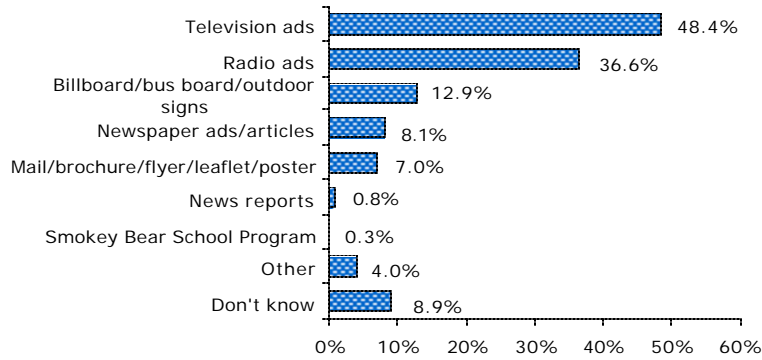


The following table shows the percentage of respondents that did recall the message based on the area of the province.

Area	Aided Recall
South	42.3%
Northeast	47.7%
North	51.4%
Northwest	46.7%
Prince Albert	51.0%
<b>Total</b>	<b>46.4%</b>

The results were analyzed and found to be significantly different based on area of the province. Respondents that reside in Northern Saskatchewan were more likely than those that reside in the South to say they had seen the fire awareness message from Saskatchewan Environment.

**Q19. If yes, where did you see or hear it?**

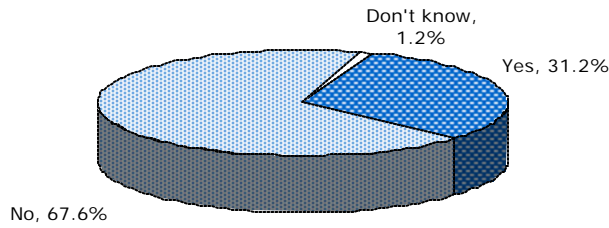


Of those respondents that did see the advertisement, almost half (48.4%) mentioned that they had seen it through "television ads". This has decreased since Fall of 2004.

	Spring 2004		Fall 2004		Spring 2004	
	N=175	%	N=390	%	N=372	%
Television ads	75	42.9%	272	69.7%	180	48.4%
Radio ads	76	43.4%	80	20.5%	136	36.6%
Billboard/bus board/outdoor signs	16	9.1%	33	8.5%	48	12.9%
Newspaper ads/articles	9	5.1%	37	9.5%	30	8.1%
Mail/brochure/flyer/leaflet/poster	12	6.9%	7	1.8%	26	7.0%
News reports	10	5.7%	2	0.5%	3	0.8%
Smokey Bear School Program	2	1.1%	2	0.5%	1	0.3%

### 3.6 Property Protection

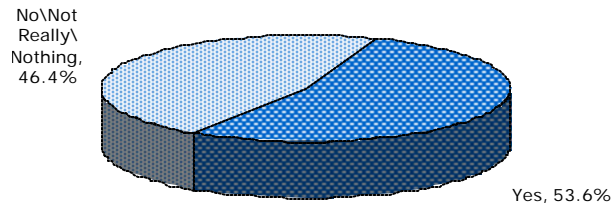
**Q20. Do you own or lease property or operate a business in or near wildlands in central or northern Saskatchewan?**



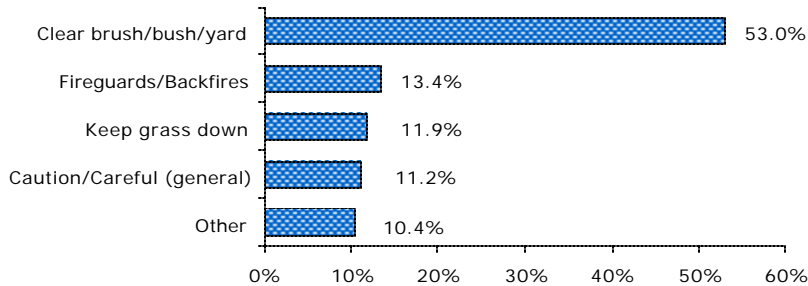
31.2% of respondents (250) own or lease property or operate a business in or near wildlands.

Those respondents more likely to indicate this are respondents between the ages of 30 and 69 years or live in the "Northeast" or "North" area of Northern Saskatchewan.

**Q22. Have you done anything to reduce your wildfire risks? If yes, please list.**

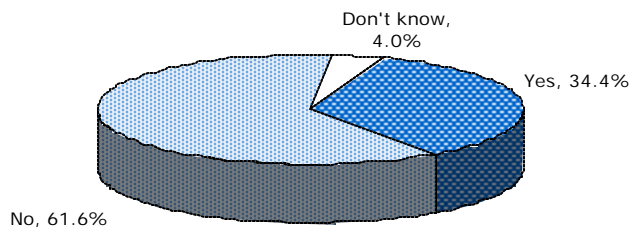


Of those that do own or lease property or operate a business in or around wildlands, 53.6% had done something to reduce their wildfire risk. Just over half of those indicated "clear brush/bush/yard".



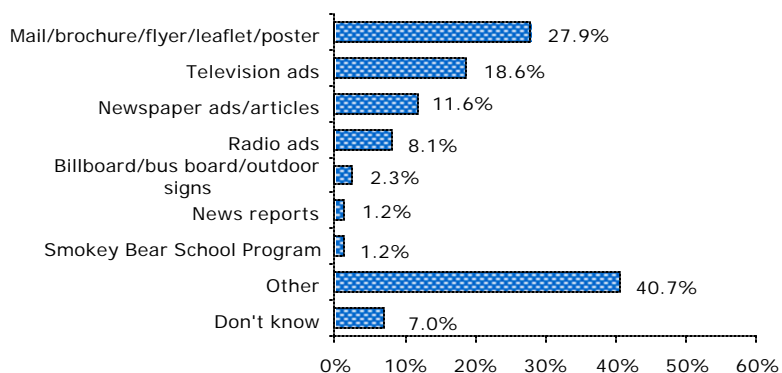
### 3.6.1 Property Protection Information

**Q21a. Have you seen or heard any information on how to protect your property from the risks of wildfire?**



34.4% of respondents that own or lease property or run a business in or near wildlands had seen or heard information on how to protect their property from the risks of wildfire.

**Q21b. Where did you notice this information?**



Of those who had seen information on how to protect your property from wildfire, 27.9% mentioned they had seen this information through "mail/brochure/flyer/leaflet/poster". Southern residents were more likely than Northern residents to indicate this. Southern residents were also more likely to see this information on "Billboard/bus board/Outdoor signs".



### 3.7 Demographics

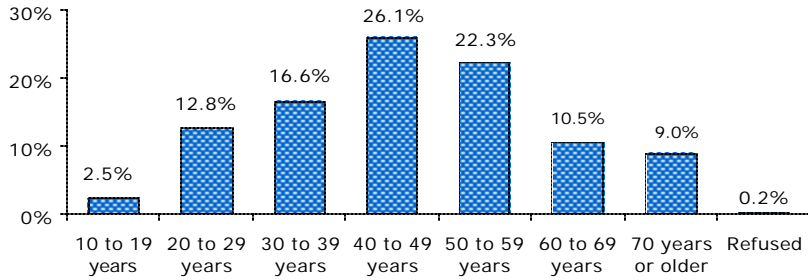
#### Postal Code

The sample was distributed based on postal code. 502 surveys were completed in the northern forest and forest fringe areas of the province. The table below indicates which postal codes were used to make up the various areas in Northern Saskatchewan. The south included all other postal codes. Regina represented 7.5% of the total sample. Saskatoon represented 13.7% of the total sample.

Area	Postal Codes	Number	Percentage
South		300	37.4%
<b>Forest and Forest Fringe Area</b>			
Prince Albert	S6V, S6W, S6X	100	12.5%
North West	S0M, S9X, S9A, S9V	182	22.7%
North	S0J	111	13.8%
North East	S0P, S0E	109	13.6%
<b>Total</b>		<b>802</b>	

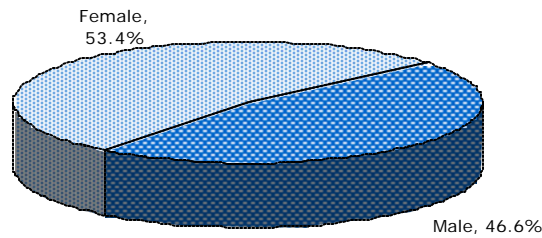
#### Age

The following chart represents the age distribution of the sample.



#### Gender

53.4% of respondents were female and 46.6% were male.



**APPENDIX 1: QUESTIONNAIRE - 2005**



## Fire Awareness Questionnaire

Hello. My name is \_\_\_\_\_ and I'm calling from Pulse Research Ltd. We are calling on behalf of Saskatchewan Environment. We are interviewing Saskatchewan residents to get their opinions on some issues related to wildfire hazard and protection.

This survey will take approximately 5 minutes to complete. Your responses will be strictly confidential and your participation is voluntary. Would you be willing to take a few minutes with me now to complete the survey?

Thank you, first of all:

1. Do you (or your family) normally use fire as part of your work, recreational or seasonal cleanup activities in northern or central Saskatchewan?  
*No - I'm Sorry, we're just interviewing recreational visitors or people planning to use fire for constructive purposes in the northern half of the province. Thank you very much for your time. Yes [to 2]*

2. Can you explain what you or your family use fire for. [no prompt - list all mentions]

---

---

---

[If caller only mentions recreational fire (campfires) go to #7]  
[If caller mentions residential fire (fire used for constructive purpose) go to #3]

3. Can you tell me what types of activities you need a provincial burning permit for? [no prompt – check all mentions]

- |                          |                    |
|--------------------------|--------------------|
| 1. Campfires             | 2. Barrel burning  |
| 3. Burning old lumber    | 4. Stubble burning |
| 5. Clearing debris       | 6. Burning grass   |
| 7. Any/all open fires    | 8. Other _____     |
| 9. Don't Know / Not Sure |                    |

Deleted: ¶

Deleted: 3

Formatted: Bullets and Numbering

4. Can you tell me where provincial burning permits are required? [No prompt].
- 1. Province wide
  - 2. in central or northern Saskatchewan
  - 3. Within 4.5 kms / 3 miles of provincial forest
  - 4. Near forest (general)
  - 5. Parks
  - 6. Other: record \_\_\_\_\_
  - 7. Cities/towns
  - 8. Don't Know / Not Sure
5. And can you tell me when these provincial burning permits are required? [No prompt]
- 1. Year round
  - 2. April 1 to October 31
  - 3. Spring / Summer
  - 4. When risk of fire is higher
  - 5. Other: record \_\_\_\_\_
  - 6. Summer
  - 7. Fall
  - 8. Don't Know / Not Sure
6. What agency issues provincial burning permits? [no prompt]
- 1. SERM / Sask. Environment / Department of Environment/DNR/SE
  - 2. RM / Municipal Government
  - 3. Fire Department
  - 4. Forestry / Forest Branch
  - 5. Other; record: \_\_\_\_\_
  - 6. Don't Know / Not Sure
7. When lighting a fire for purposes such as campfires or burning brush, stubble, grass or old lumber, what conditions do you take into consideration? [no prompt – check all mentions] Any others?
- |                                 |                             |
|---------------------------------|-----------------------------|
| 1. Temperature / heat           | 2. wind                     |
| 3. relative humidity            | 4. weather                  |
| 5. dryness of materials         | 6. surface litter           |
| 7. soil moisture levels         | 8. organic surface material |
| 9. fire break/fireguard         | 10. other: _____            |
| 11. nearby buildings/structures | 12. Don't Know / Not Sure   |
8. Are you insured against loss from wildfire?
- 1. Yes
  - 2. No
  - 3. Don't Know / Not Sure

Deleted: 4

Formatted: Bullets and Numbering

Formatted: Bullets and Numbering

Formatted: Bullets and Numbering

Deleted: 5

Formatted: Bullets and Numbering

Formatted: Bullets and Numbering

Deleted: 6

Formatted: Bullets and Numbering

Deleted: 7

Formatted: Bullets and Numbering

Deleted: 8

Deleted: ↘

9. Who is responsible for the costs of suppressing a human-caused wildfire? [no prompt – check all mentions] Deleted: 9

1. Whoever starts it
2. Property owner
3. Rural Municipality / city
4. Provincial government
5. Other: record \_\_\_\_\_
6. Don't Know / Not Sure

Formatted: Bullets and Numbering

10. Do you ever build a campfire? Deleted: 10

1. Yes [To #11]
2. No [Skip To #13]

11. What do you do to ensure your campfire is safe? [no prompt – check all mentions] Deleted: 11

1. Use facilities wherever available
2. build on mineral soil /rock/sand
3. clear away burnable material
4. keep fire small
5. keep fire in sight at all times
6. have pail of water /shovel handy
7. other; \_\_\_\_\_
8. Don't Know / Not Sure

Formatted: Bullets and Numbering

12. What do you do to ensure your campfire is out? [no prompt – check all mentions] Deleted: 12

1. Drown fire
2. Float and stir coals
3. Check coals for heat with bare hand
4. Bury/cover with dirt/sand
5. Watch until it is out
6. other: \_\_\_\_\_
7. Don't Know / Not Sure

13. Where can you get wildfire safety information? [no prompt] Deleted: 13

1. SERM / Environment/DNR/SE
2. Parks
3. Health Department
4. Provincial Government (gen)
5. Internet
6. Fire Department
7. Forestry /Forest service
8. Media
9. Libraries
10. Other; record: \_\_\_\_\_
11. Don't Know / Not Sure

Deleted: RM

Formatted: Bullets and Numbering

Formatted: Bullets and Numbering

14. Have you seen or heard any information about wildfires in the past year? Deleted: 14

1. Yes [To #15]
2. No [Skip to #18]
3. Don't Know/Not Sure

15. Where did you notice this information? [No prompt – check all mentions] Deleted: 15

1. television ads
2. Radio ads
3. newspaper ads/articles
4. Mail/brochure/flyer/leaflet/poster
5. billboard/bus board/outdoor sign
6. Smokey Bear School Program
7. news reports
8. other: \_\_\_\_\_

Formatted: Bullets and Numbering

9. Don't Know / Not Sure

16. Can you tell me any fire prevention messages that you have seen or heard?

Deleted: 16

[ No Prompt]

1. record: \_\_\_\_\_
2. Be Prepared ..don't let your fire go wild.
3. fire taking off from campfire (General)
4. " " " " while people loading truck
5. " " " " while fisherman on the water
6. Youth burning stubble with fire getting away
7. Old man / farmer burning brush
8. Only you can prevent forest fires
9. Stop, Drop and Roll
10. Don't play with fire/matches
11. Be careful with fire / matches
12. Make sure its out / put out your fire
13. Don't throw out butts / cigs /smokes
14. Don't Know / Not Sure

17. If yes, where did you see or hear it?

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| 1. television ads                   | 2. Radio ads                          |
| 3. newspaper ads/articles           | 4. mail/brochure/flyer/leaflet/poster |
| 5. billboard/bus board/outdoor sign | 6. Smokey Bear School Program         |
| 7. news reports                     | 8. other: _____                       |
| 9. Don't Know / Not Sure            |                                       |

Formatted: Bullets and Numbering

18. Can you tell me if you have seen or heard this past summer Saskatchewan Environment's fire awareness message "Be Prepared...don't let your fire go wild?

1. Yes [To 19]    2. No [To 20]    3. Don't know / not sure [To 20]

19. [If yes] Where did you see or hear it?

- |                                     |                                       |
|-------------------------------------|---------------------------------------|
| 1. television ads                   | 2. Radio ads                          |
| 3. newspaper ads/articles           | 4. mail/brochure/flyer/leaflet/poster |
| 5. billboard/bus board/outdoor sign | 6. Smokey Bear School Program         |
| 7. news reports                     | 8. other: _____                       |
| 9. Don't Know / Not Sure            |                                       |

Formatted: Bullets and Numbering

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

1. Yes [Go to #21a]    2. No [Skip to #22]    3. Don't know / not sure [Skip to #22]

21. a. Have you seen or heard any information on how to protect your property from the risks of wildfire?

1. Yes [To 21b]    2. No [To 22]    3. Don't know / not sure [To 22]

21.b. Where did you notice this information?

- |                           |                                       |
|---------------------------|---------------------------------------|
| 1. television ads         | 2. Radio ads                          |
| 3. newspaper ads/articles | 4. mail/brochure/flyer/leaflet/poster |

- 5. billboard/bus board/outdoor sign
- 6. Smokey Bear School Program
- 7. news reports
- 8. other: \_\_\_\_\_
- 9. Don't Know / Not Sure

Formatted: Bullets and Numbering

- 22. Have you done anything to reduce your wildfire risks? If yes, please list.
  - 1. No/not really/nothing
  - 2. record: \_\_\_\_\_
- 23. Have you or any members of your family used or accessed Saskatchewan Environment's website for information on wildfires?
  - 1. Yes
  - 2. No
  - 3. Don't know / not sure
- 24a. If you see a wildfire what should you do?
- 24b. If one answer is: to report it, ask Who would you report it to?

And I just have a few final questions to make sure we are getting a good representation of your community.

25. [ Gender; by observation 1. Male 2. Female ] Deleted: 17

26. [ Postal Code; from sample; S \_\_\_\_\_ ] Deleted: 18

27. . Can you tell me what community you live in or live closest to:  
record; \_\_\_\_\_

28. Which category would best describe your age: Deleted: 19.

- 1) 10 – 19 years
- 2) 20 to 30 years
- 3) 30 to 39 years
- 4) 40 to 49 years
- 5) 50 to 59 years
- 6) 60 to 69 years
- 7) 70 years or older
- 8) Refused

**Thank you very much for your time.**

## APPENDIX 2: OPEN-ENDED QUESTION RESPONSES

