

Saskatchewan Fire Awareness Survey Research Report

November 2008

Prepared by:



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1. Methodology

1-1. Background

Checkmate Strategic Planning Inc. and Norsask Consumer Interviewing Services, both members of the Arcas Group of Companies, were commissioned by Saskatchewan Ministry of 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

1-2. Survey Administration

A 41-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 September 14 and September 25, 2008. The call dispositions are as follow:

Call Result	N	%
In-scope - Responding units (R)		
Survey Completed	800	6.7%
Disqualified - Do Not Use Fire	413	3.5%
Disqualified - Industry, Citizenship Or Age	125	1.0%
In-scope - non-responding (IS)		
Terminated Partway	19	0.2%
Refusal	3258	27.3%
Language Barrier	62	0.5%
Respondent Not Available During Duration Of Study	20	0.2%
Unresolved (U)		
Call Back Appointment	935	7.8%
No Answer/Answering Machine	3825	32.1%
Busy Signal	325	2.7%
Invalid		
Not In Service	1042	8.7%
Call Blocked	7	0.1%
Operator Intercept	546	4.6%
Business Number	215	1.8%
Modem	82	0.7%
Fax	226	1.9%
No Dial Tone/No Ring	18	0.2%
Other - Technical Issues	11	0.1%
Total	11929	100.0%
RESPONSE RATE		14.2%

1-3. Provincial Geographic Regions

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

Region	Description	#	%
South	South of a line from near Lloydminster in the West, to near Kamsack in the East	487	81.1%
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	19	3.1%
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	56	9.3%
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	19	3.2%
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	20	3.3%

An over sample of 197 respondents was called within the Forest Fringe Region of Saskatchewan (the North West, North Central and North East Regions). These 197 respondents were combined with the 96 Forest Fringe respondents included within the provincial sample, to provide a total of 293 respondents from the Forest Fringe Region for reporting purposes.

Region	Description	#	%
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	63	21.5%
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	167	57.0%
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	63	21.5%

A survey sample of 601 respondents within the Saskatchewan population, produces survey results with a Margin of Error of +/-4% to a 95% Confidence Level. A survey sample of 293 respondents within the Forest Fringe population, produces survey results with a Margin of Error of +/-5.7% to a 95% Confidence Level.

1-4. Data Analysis

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

- Age
- Community Size
- Gender
- Geographic Region (South, North West, North Central, North East and Far North)
- High-Speed Internet Access
- Household Income

Only statistically significant variations will be discussed in this report.

2. Executive Summary

Recreational Use

- 77.3% 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, “Building fire in existing Barbeque or fire pits” and “keeping water handy”, and “building fire on dirt/sand/rocks” are the same top 3 steps listed by both Provincial and Forest Fringe respondents.
- When asked what steps they take to ensure their campfires are out, both Provincial and Forest Fringe respondents list the same top 3 steps: “Drown Fire in Water”, “Watch until Fire is Out”, and “Float and Stir Coals”.

Constructive Use

- 24.9% of Provincial respondents and 37.1% of Forest Fringe respondents engage in one or more constructive uses of fire related to their home, cottage or place of work.
- When asked where Burning Permits are required, only 9.6% of Provincial respondents are able to correctly indicate that it is within 4.5 kilometers or 3 miles of provincial forest, while 29.5% of Forest Fringe respondents answer the question correctly.
- When asked what time of year Burning Permits are required, 12.7% of Provincial respondents and 28.6% of Forest Fringe respondents correctly point out that it is between April 1 and October 31.
- When asked which agency issues Burning Permits, 30.4% of Provincial respondents and 55.8% of Forest Fringe respondents list Saskatchewan Ministry of Environment in one form or another (Using the Terms: DNR, Saskatchewan Ministry of Environment, SERM and Forest Protection Branch).

Wildland Property Issues

- 21.5% of Provincial respondents and 48.5% of Forest Fringe respondents say they own a residence, cottage or business in or near forested lands.
- 55.8% of Provincial respondents and 49.5% of Forest Fringe respondents who own property in or near forested lands say all of their property is insured.
- 27.1% of Provincial respondents (-6.6% from September, 2007) and 38.8% of Forest Fringe respondents (+9.3% from September, 2007) 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.

- 41.0% of Provincial respondents and 51.2% of Forest Fringe respondents have seen or heard information about how to protect their property from the risk of wildfires in Advertisements. While these numbers are significantly different than those from last year, the variations are not statistically significant due to the same number of people who answer this question.
- When asked what steps they've taken to reduce the risk of wildfire to their property, 29.1% of Provincial respondents and 40.1% of Forest Fringe respondents indicate that they have cleared brush and debris.

General Fire Safety Issues

- When asked what conditions they take into account when lighting a fire, Wind speed and wind direction are the top two considerations for both Provincial and Forest Fringe respondents.
- When asked who is responsible for the cost of putting out wildfires caused by humans, both Provincial and Forest Fringe respondents listed the same top five suggestions: the Provincial Government, Whoever Starts the Fire, Taxpayers, Local Government/RM, Federal Government. However, the Provincial Government was the most mentioned among Provincial respondents, "Whoever Starts the fire" was the most mentioned among Forest Fringe respondents.
- When asked to list the first action they would take upon discovering a wildfire, the majority of both Provincial and Forest Fringe respondents answer "Report the fire".
- When asked to whom they would report a wildfire, the majority of both Provincial and Forest Fringe respondents indicate that they would report it to 9-1-1 or local fire department.

Wildfire Information – Recall and Awareness

- When asked where they would go to access general information about wildfire safety, both Provincial respondents had the following top five suggestions: Website, Fire Department, Parks, Local Government/RM, and Saskatchewan Ministry of Environment.
- 60.2% of Provincial respondents and 69.5% of Forest Fringe respondents recall seeing or hearing the Saskatchewan Environment Fire Awareness Messages: "Be Prepared...Don't Let Your Fire Go Wild" and "Be Fire Smart...Don't Let your Fire Go Wild". These numbers are similar to those from last year's survey.
- 28.7% of Provincial respondents (statistically unchanged from 2007) and 28.1% of Forest Fringe respondents (-8.7% from September, 2007) recall seeing the Saskatchewan Environment Television advertisements on wildfire safety.

3. Recreational Use

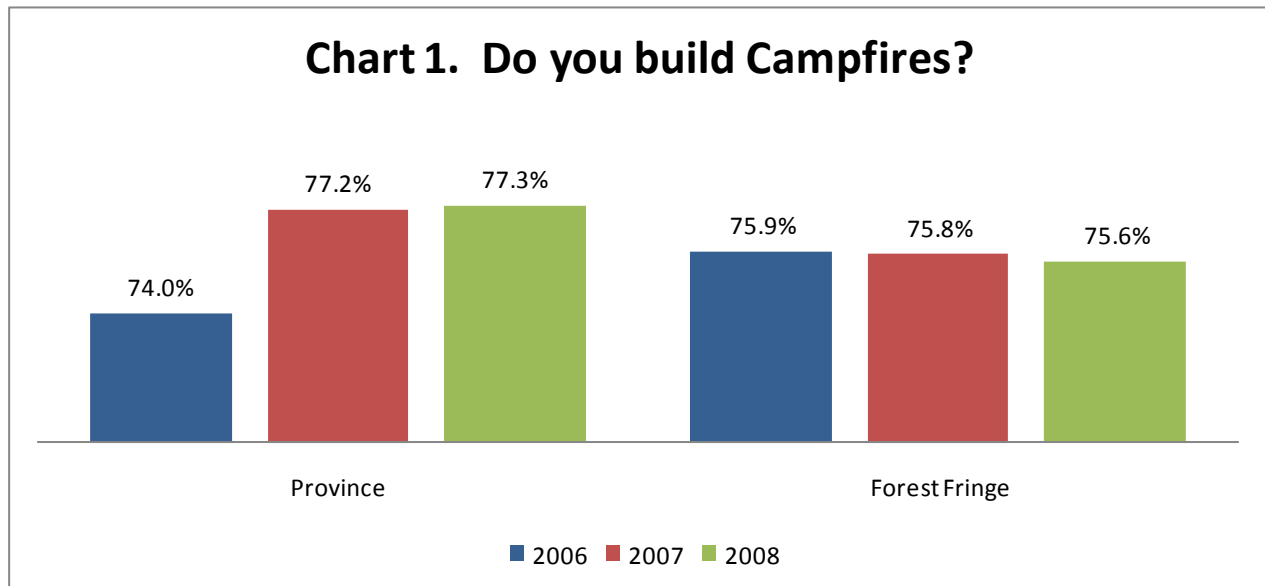


Chart 1: The survey begins by asking respondents whether they use fire for recreational purposes, such as building campfires. Overall, 77.3% of respondents from across the province use fire for recreational purposes, such as building campfires. This number is almost identical to last year's.

Respondents in the far north region (88.9%), those who are between 18 and 34 (88.0%), and people whose household income is \$80,000 or more (85.3%) have the highest rate of using fire for recreational purposes.

In the Forest Fringe Region, approximately three quarters of respondents (75.6%) indicate that they have built campfires, which remains unchanged over the past three years.

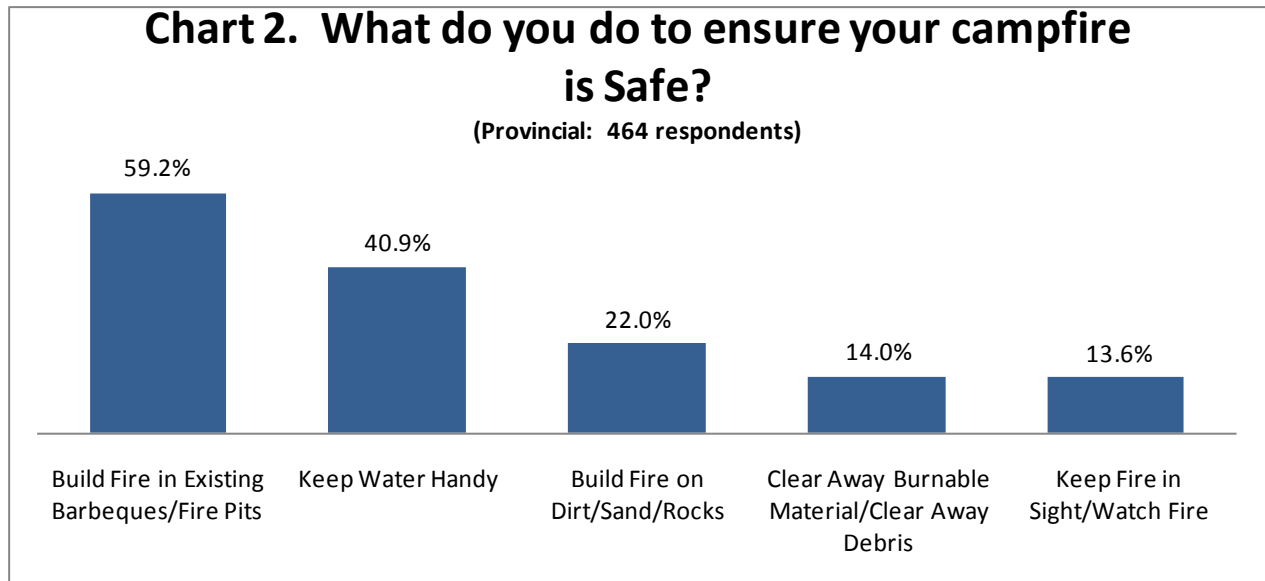


Chart 2: The 464 Provincial respondents who say they build campfires are asked to explain what they do to ensure their campfire remains safe. Nearly 60% of all Provincial respondents say they keep their campfires safe by building the fire in Existing Barbeque or Fire Pits. Another 40.9% indicate that they keep water handy just in case.

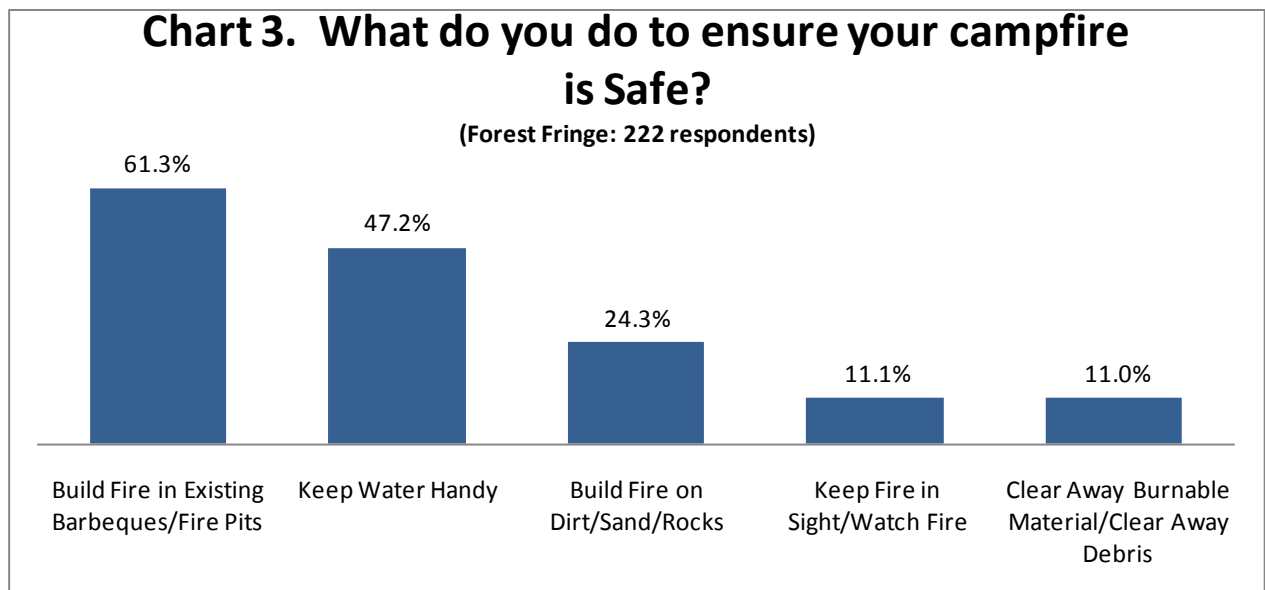


Chart 3: Nearly two thirds of the Forest Fringe Region respondents report they would build their fire in existing barbeques, or fire pits (61.3%). Just less than half indicate that they would keep water handy (47.2%) and approximately one-quarter mention they would build their fire on dirt/sand/rocks (24.3%).

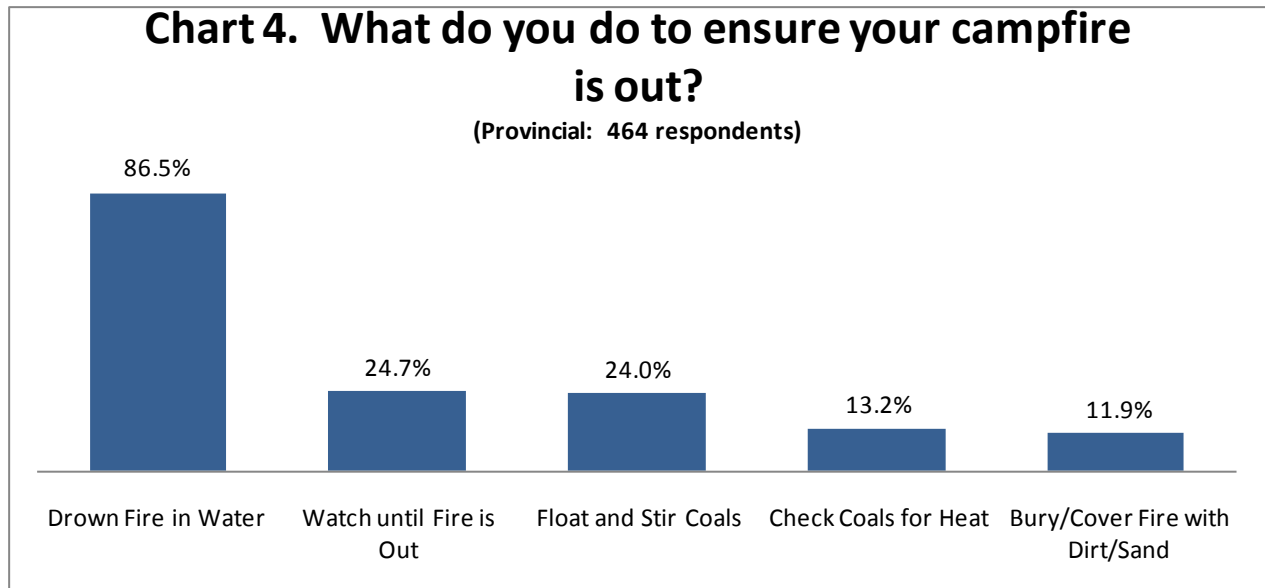


Chart 4: The 464 Provincial respondents who build campfires are asked to list the steps they take to ensure their campfire is out. The survey finds 86.5% of these respondents say they drown the fire in water. 24.7% say they watch until the fire is out. Another 24.0% indicate that they would float and stir coals. These numbers are very similar to those obtained in the September 2007 survey.

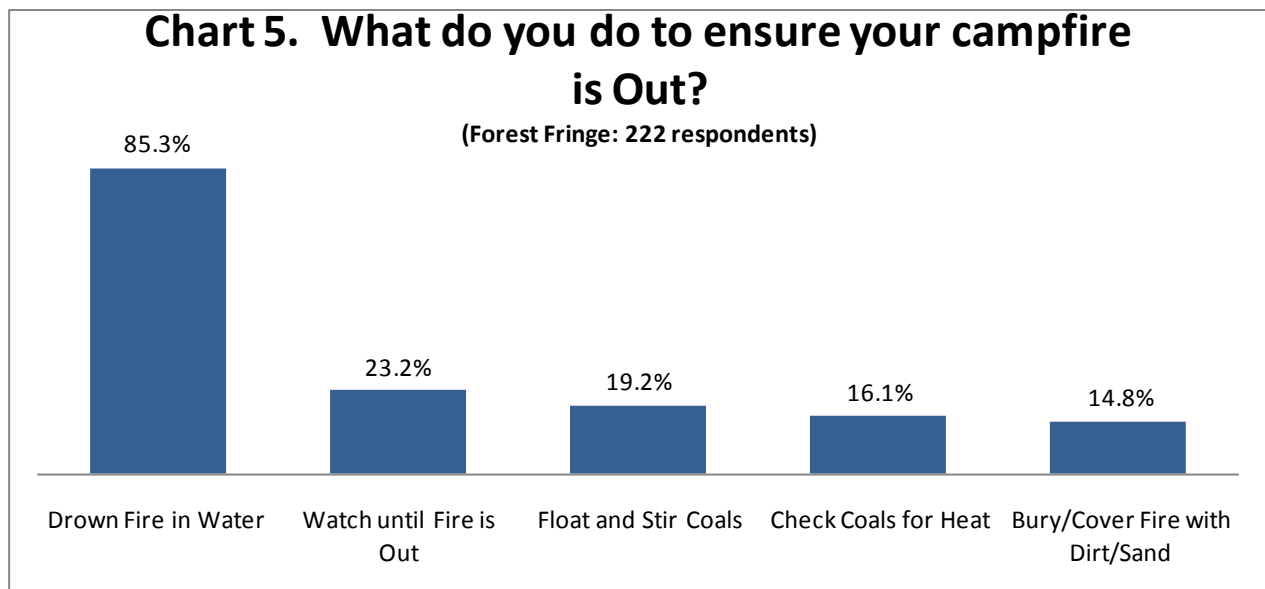


Chart 5: The vast majority of the Forest Fringe respondents (85.3%) indicate that they would drown their campfire in water to ensure it is extinguished, while nearly a quarter of respondents (23.2%) say they would just watch until the fire is out and 19.2% say they would float and stir the coals.

4. Constructive Use

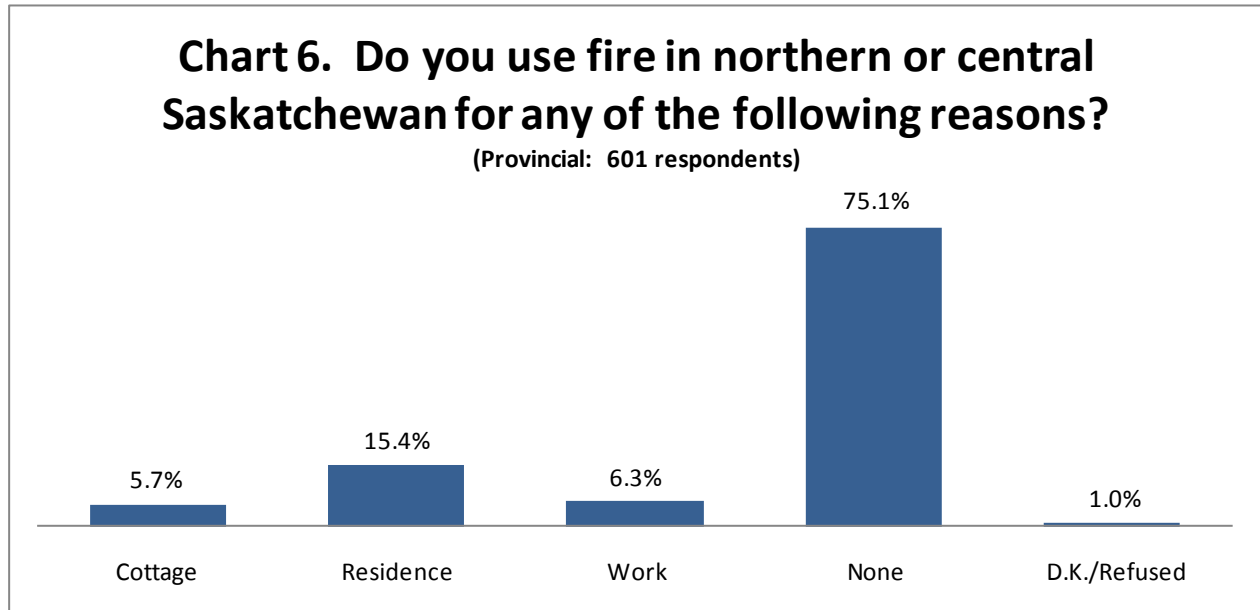


Chart 6: Next, respondents are asked about their use of fire for activities related to their work, and clean-up activities around properties such as homes or cottages. 15.4% of Provincial respondents says they use fire to clean up around their residence, which is about 5% higher than the number from 2007. On the other hand, the proportion of respondents who indicate that they do not use fire for constructive purposes have dropped from 81.1% last year to 75.1% this year. This suggests a higher usage of fire for work or clean-up activities.

Respondents who live on a farm or acreage (49.8%) and residents in the northeast region (45.2%) are more likely to have used fire for activities related to their work, and clean-up activities around properties such as homes or cottages.

Chart 7. Do you use fire in northern or central Saskatchewan for any of the following reasons?

(Forest Fringe: 293 respondents)

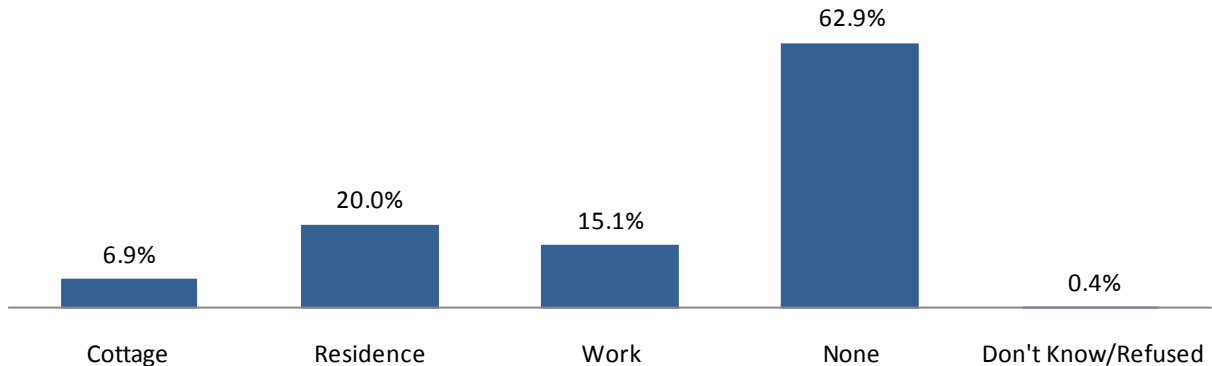


Chart 7: In the Forest Fringe Region, more than one-third of respondents indicate that they do use fire for constructive purposes: one-fifth (20.0%) report using it for their residence, and 15.1% report using it for work.

Chart 8. Can you tell me where Provincial Burning Permits are required?

(Provincial: 144 respondents)

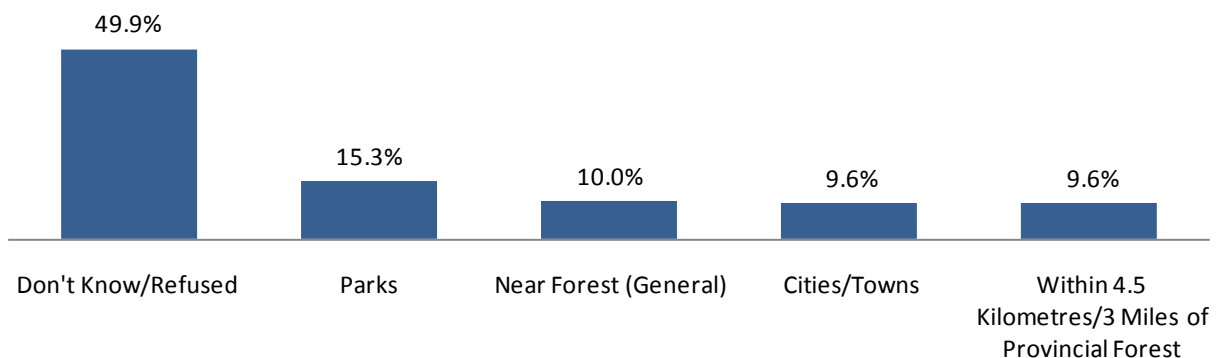


Chart 8: The 144 Provincial respondents with constructive fire use experience are also asked where burning permits are required. 15.3% of these respondents suggest burning permits are required for all fires within Parks and 9.6% suggest permits are required in cities or towns. Approximately 1 in 10 of respondents accurately point out that permits are required within 4.5 kilometres or 3 miles of provincial forest. Another 10% believe that using fire near forest would require a permit, but cannot specify the distance. Approximately half of respondents (49.9%) are not able to answer the question.

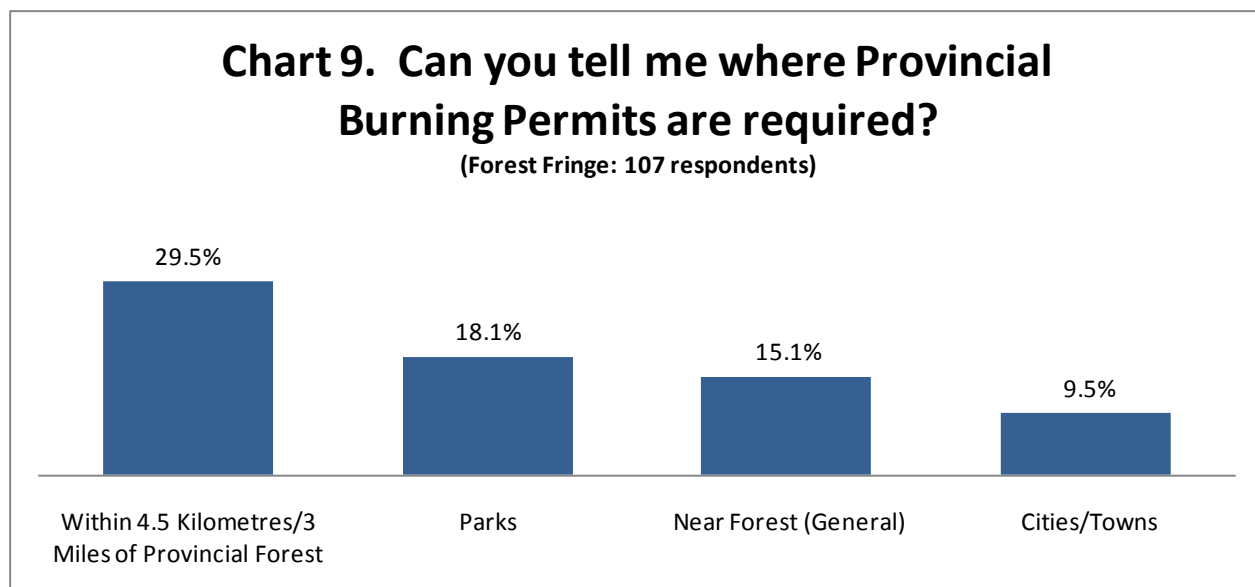


Chart 9: In the Forest Fringe Region, just under one-third of respondents (29.5%) think that Provincial Burning Permits are required within 4.5 kilometers or 3 miles of a Provincial Forest, 18.1% think they are required in parks, and another 15.1% simply think they are required near forests in general.

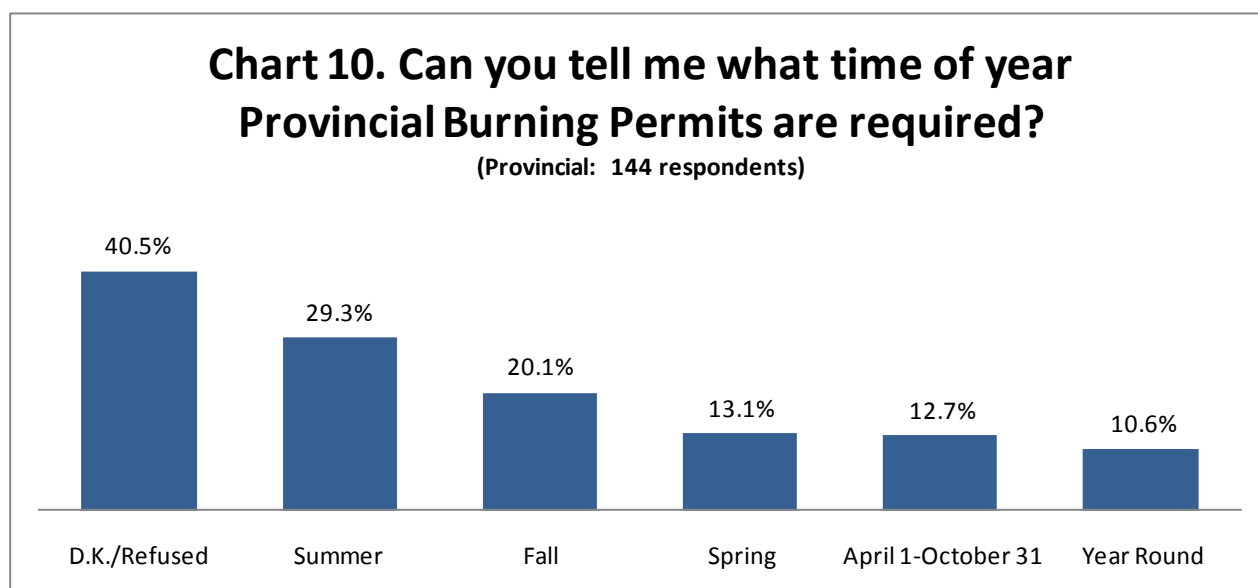


Chart 10: Next, respondents are asked when burning permits are required. 29.3% of the 144 Provincial respondents with constructive fire use experience say burning permits are required in the Summer months, while 12.7% accurately indicate that permits are required between April 1 and October 31. Approximately two-fifths of respondents (40.5%) are not able to provide an answer.

Respondents in the north central region (31.5%) are more likely to have pointed out that permits are required between April 1 and October 31.

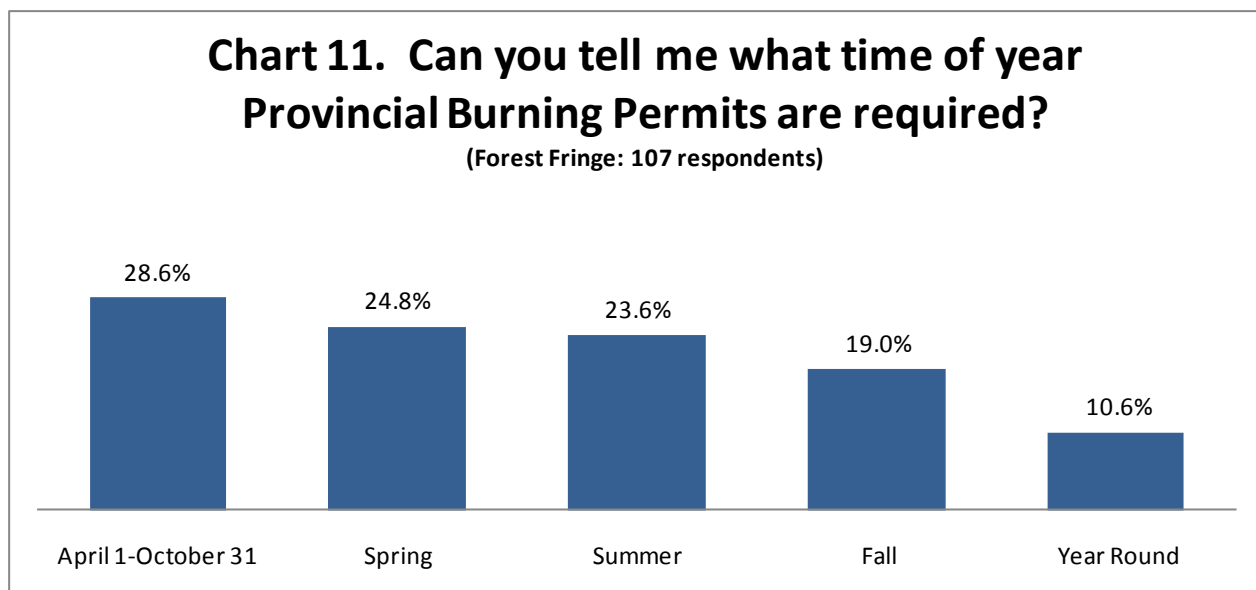


Chart 11: In the Forest Fringe Region, 28.6% of the respondents mention that Permits are required from April 1st to October 31st, 24.8% mention the Spring and 23.6% mention the Summer.

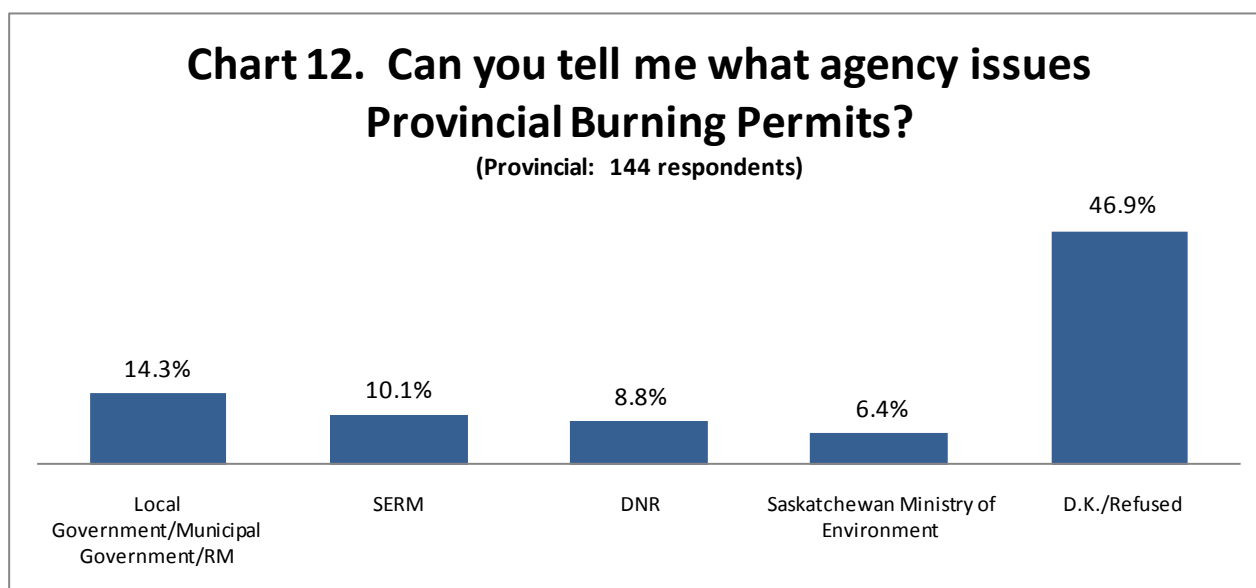


Chart 12: Only 6.4% of Provincial respondents suggest Saskatchewan Ministry of Environment is the agency that issues burning permits. In total, 30.4% of these respondents name Saskatchewan Ministry of Environment in some form as the issuer of burning permits (Using the Terms: Forest Protection Branch, DNR, SERM and Saskatchewan Ministry of Environment).

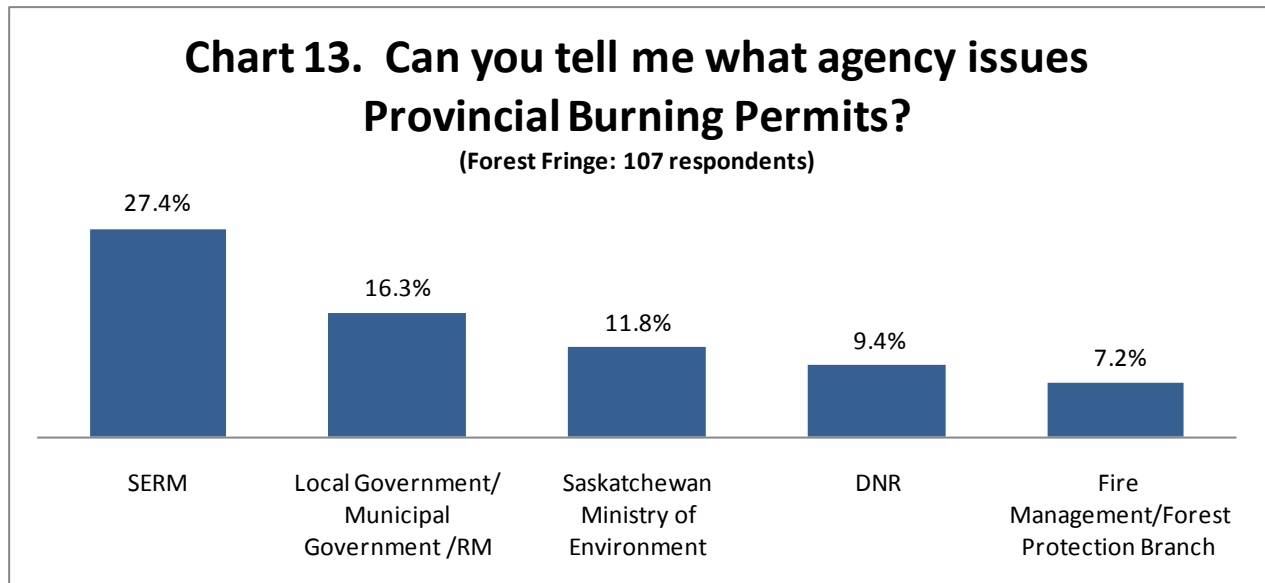


Chart 13: In the Forest Fringe Region, SERM is the top mention by respondents when asked what agency issues Burning Permits (27.4%), the Local Government/Municipal Government/Rural Municipality is the second-most mentioned (16.3%) and the Saskatchewan Ministry of Environment is third-most mentioned (11.8%).

5. Wildland Property Issues

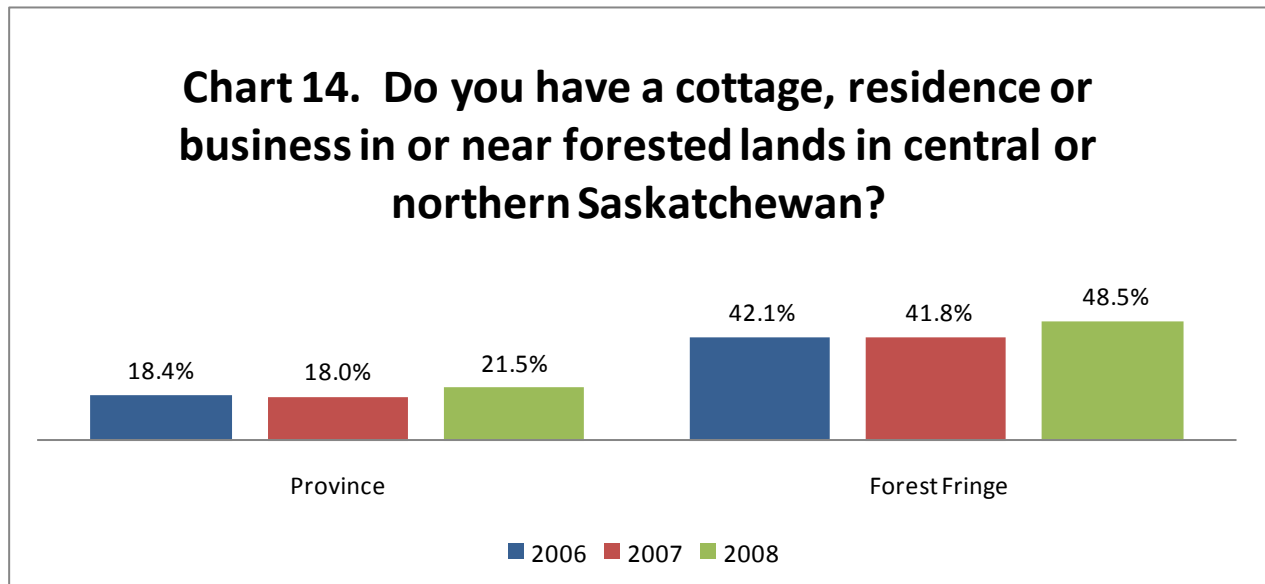


Chart 14: Approximately one-fifth of the 601 Provincial respondents (21.5%) say they own a cottage, residence or business in or near forested lands in central or northern Saskatchewan, which is a 3.5% increase from previous year.

Residents in the far north region (72.2%) and respondents who reside on a farm or acreage (28.0%) are most likely to have a cottage, residence or business in or near forested lands.

In the Forest Fringe Region, 48.5% own property in or near forest lands, increased from 41.8% in 2007.

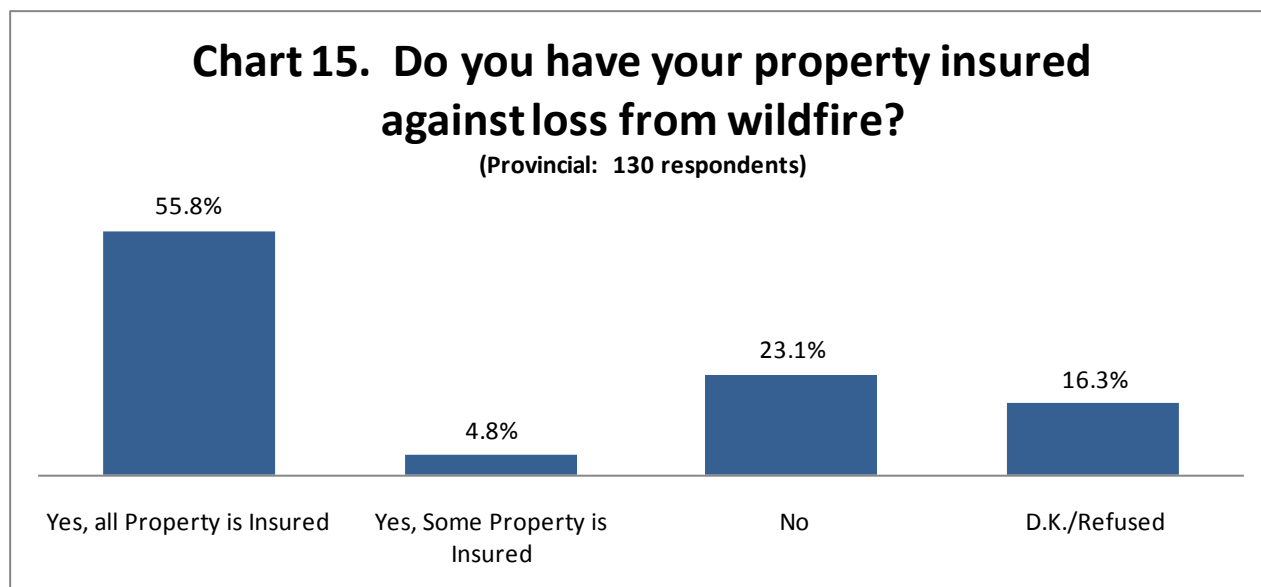


Chart 15: More than half of those with property in or near forested lands (55.8%) have all of their property insured against loss from wildfire, while another 4.8% say some of their property is insured. These numbers are similar to those from 2007, but a higher percentage of owners have had all property insured (55.8% in 2008 vs. 45.6% in 2007).

Respondents whose household income is under \$40,000 (40.8%), property or business owners in the far north region (46.2%), and residents of small communities (46.1%) are less like to have all or some of their property insured.

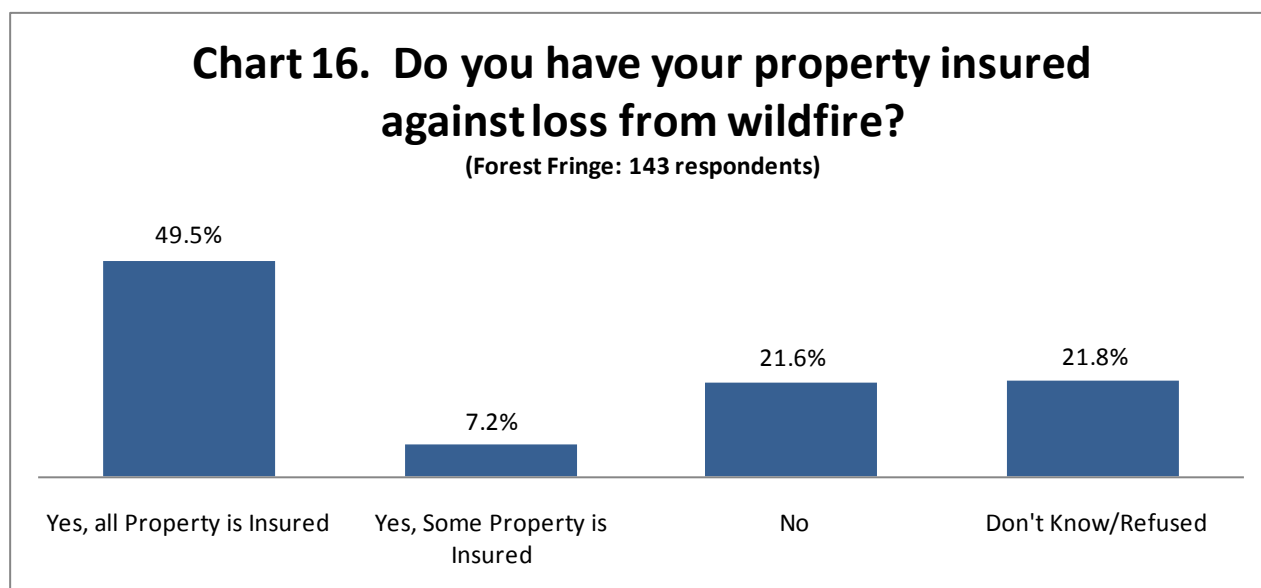


Chart 16: In the Forest Fringe Region, approximately half of the respondents have all their property insured against loss from wildfire (49.5%), just under 10% have some of their property insured (7.2%) and about one-fifth do not have any property insured against loss from wildfire (21.6%).

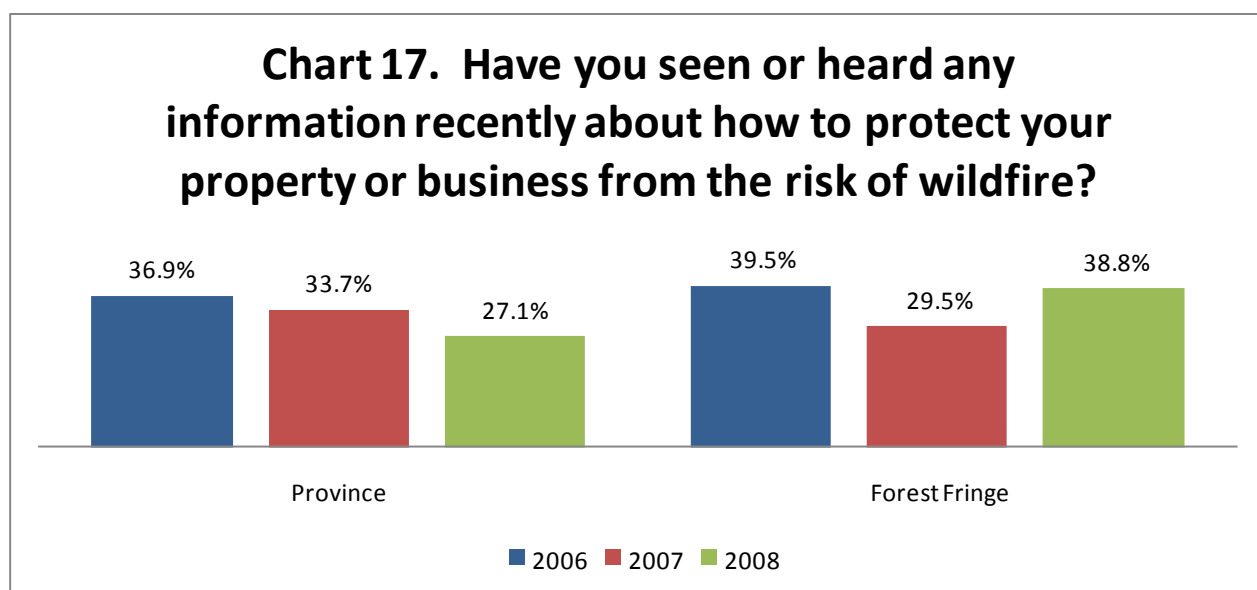


Chart 17: Only 27.1% of the Provincial respondents with property in or near forested lands have seen or heard information recently about how to protect their property or business from the risk of wildfire, decreased from 33.7% in 2007. In the Forest Fringe Region, however, 38.8% indicate that they have seen or heard such information, which is similar to the number from 2006 and a 9.3% increase from last year.

Respondents who live in the South Region (16.3%) are least likely to have seen or heard information recently.

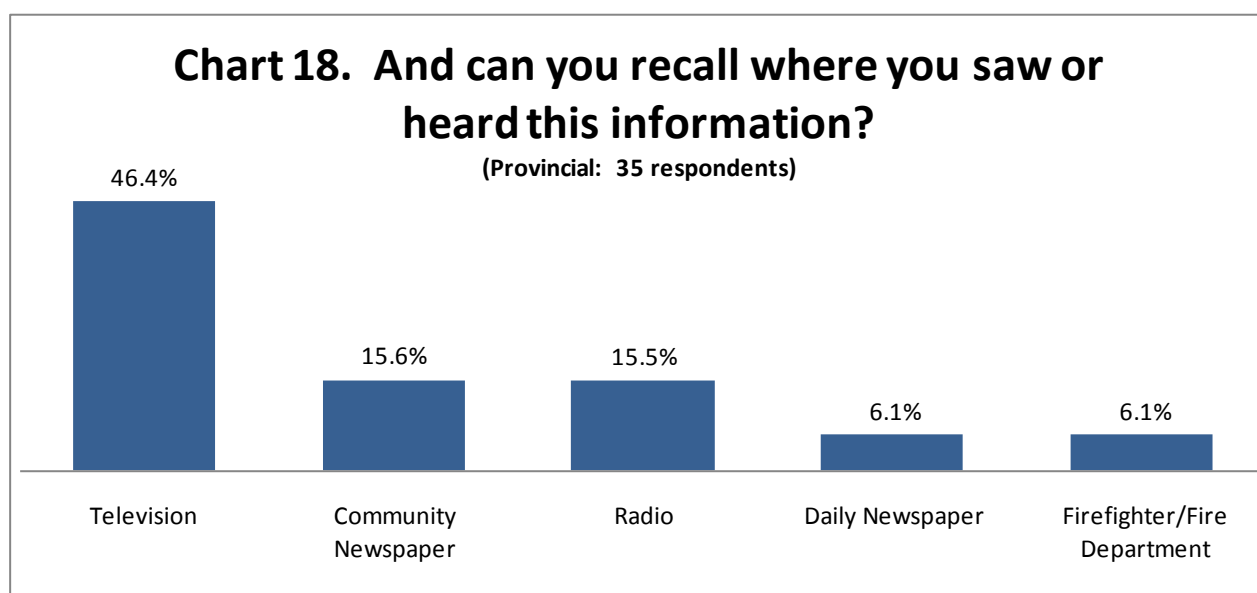


Chart 18: Of the owners of property in or near forest land who recall seeing or hearing information about wildfire protection information, nearly half (46.4%) indicate that they have seen the information

on television. Other primary sources of information include community newspaper (15.6%), radio (15.5%), daily newspaper (6.1%), and the Fire Department (6.1%).

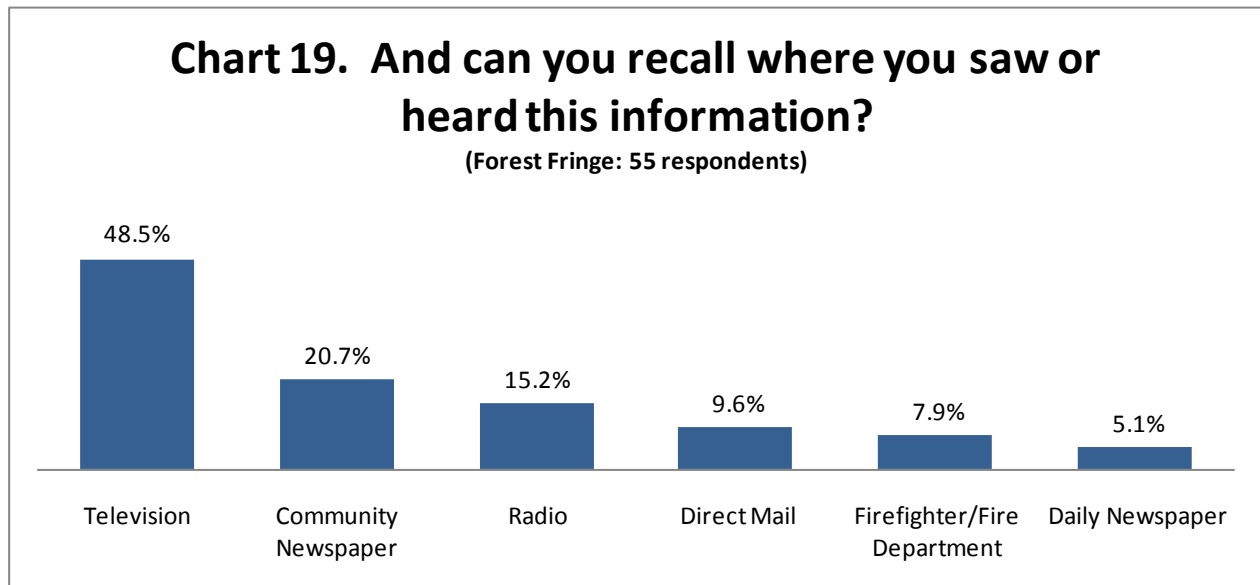


Chart 19: In the Forest Fringe Region, the Television is the most popular medium mentioned when respondents are asked to recall where they have seen or heard the information (48.5%), while the Community newspaper is the second-most popular medium mentioned (20.7%) and the Radio third-most popular (15.2%).

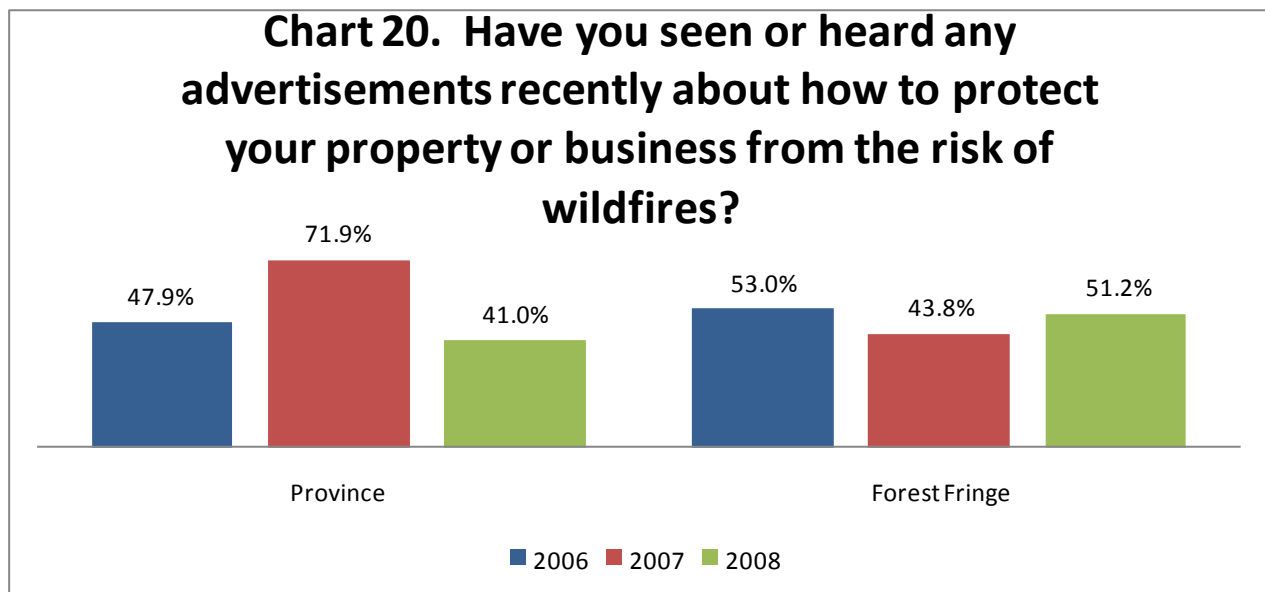


Chart 20: Of the 35 Provincial respondents who recall seeing or hearing information about how to protect their property from wildfires, 41.0% recall seeing recent advertisements on this topic. While this appears to be a significant decrease from the previous year (71.9%), the difference is not statistically significant due to the small number of respondents who answered the question.

In the Forest Fringe Region, more than half of the property owners recall seeing or hearing advertisements about protecting property from wildfires.

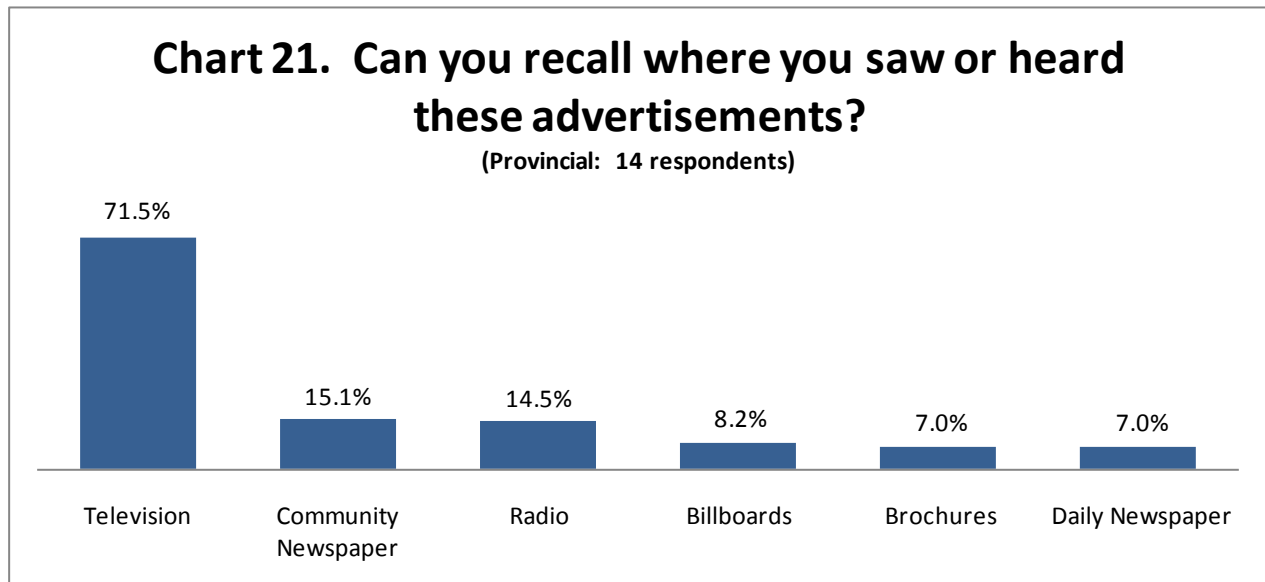


Chart 21: Among the 14 respondents who recall seeing or hearing advertisements, majority (71.5%) indicate that they have seen them on television.

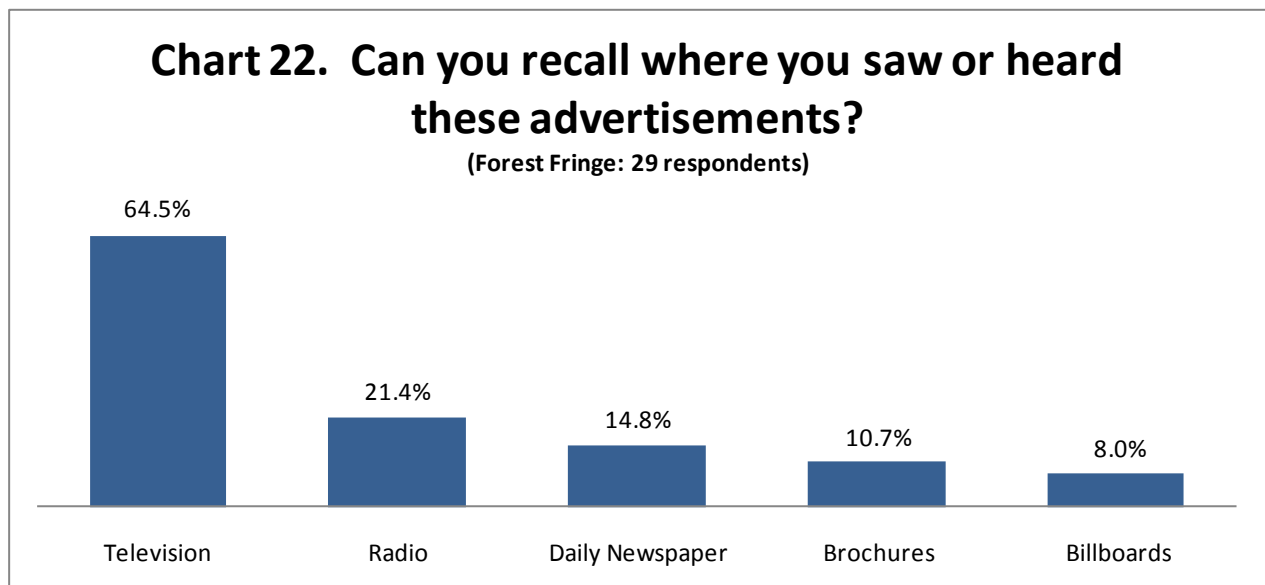


Chart 22: In the Forest Fringe Region, slightly less than two-thirds of respondents mention seeing the advertisements on the Television (64.5%), just over one-fifth mention hearing the advertisements on the Radio (21.4%) and nearly 15% mention seeing the advertisements in the Daily Newspaper (14.8%).

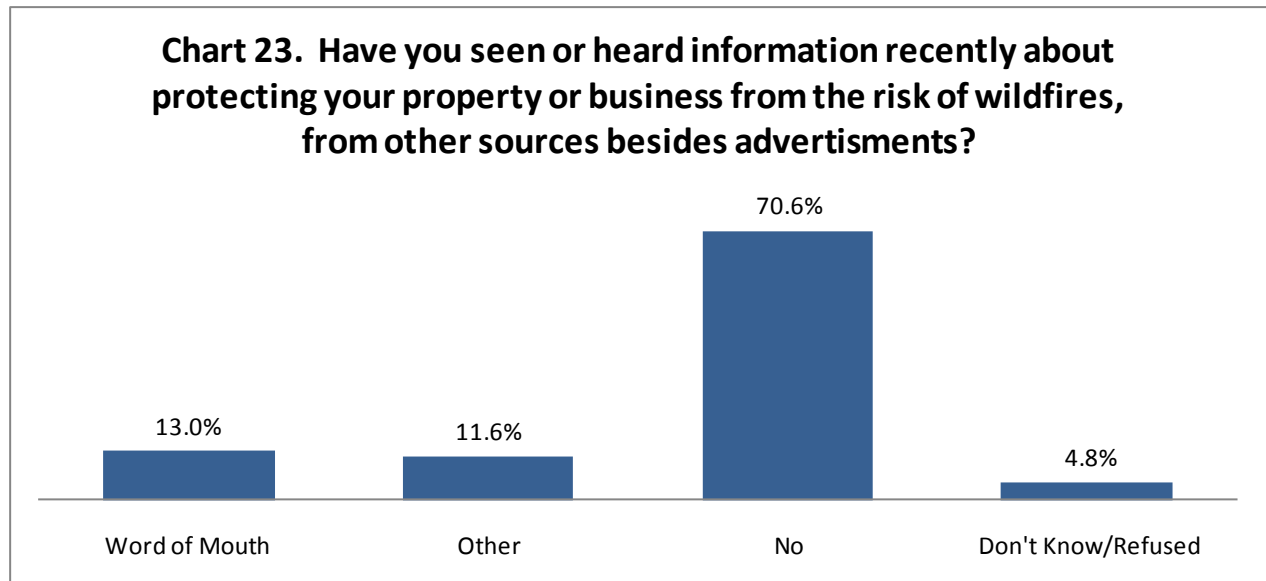


Chart 23: Besides advertisements, majority of the owners of property in or near forest lands (70.6%) have not seen or heard information about protecting their property or business from the risk of wildfires.

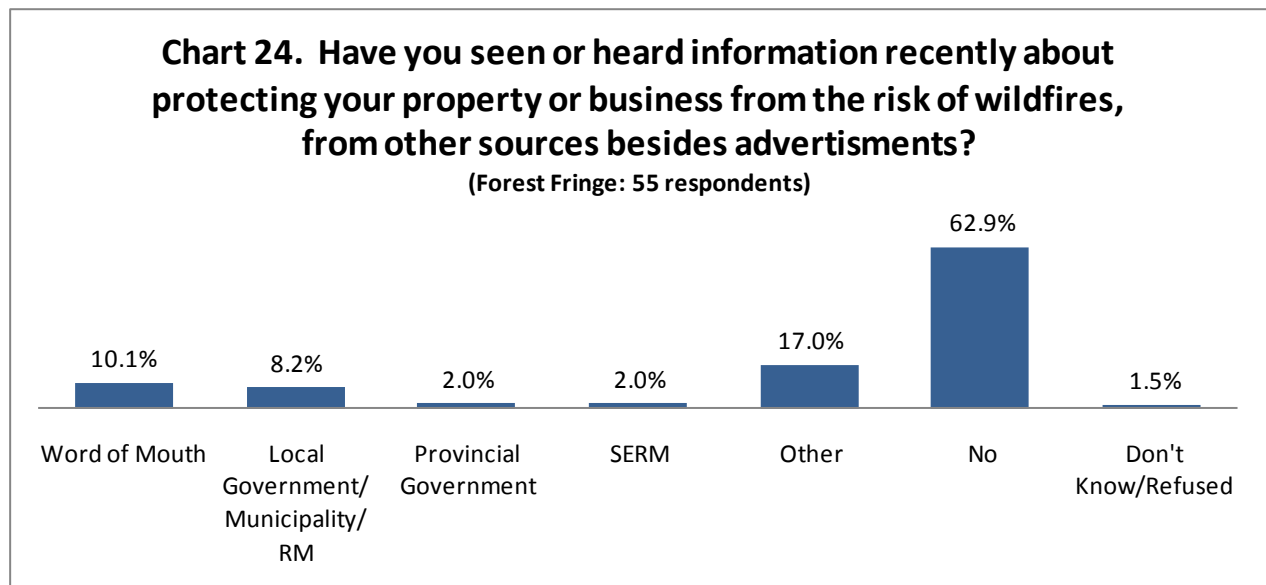


Chart 24: Regarding protecting their property or business from the risk of wildfires, the large majority of the Forest Fringe respondents (62.9%) have not seen or heard information recently on this topic from other sources besides advertisements.

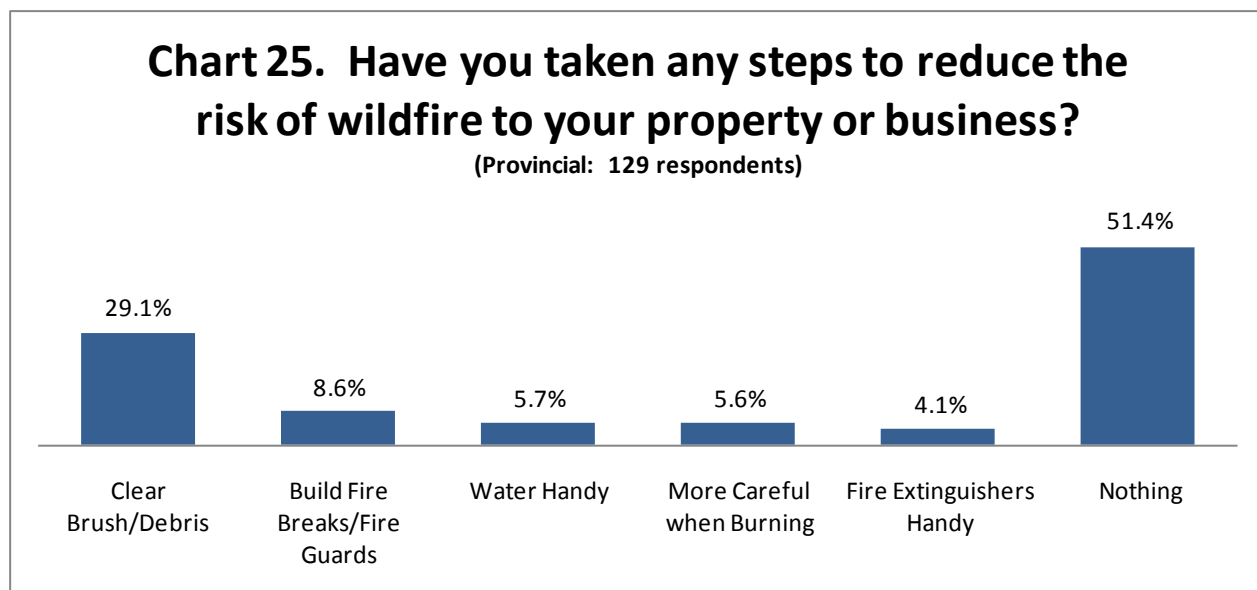


Chart 25: The 129 Provincial respondents who own property in or near forested lands are asked if they have taken any steps to reduce the risk of wildfire to their property. More than half (51.4%) indicate that they have not taken any steps, compared to 45.6% from 2007. Nearly one-third (29.1%) have cleared brush and debris on their property to reduce the risk of wildfire, which is a 7% decrease from 2007, and a 13% decrease from 2006.

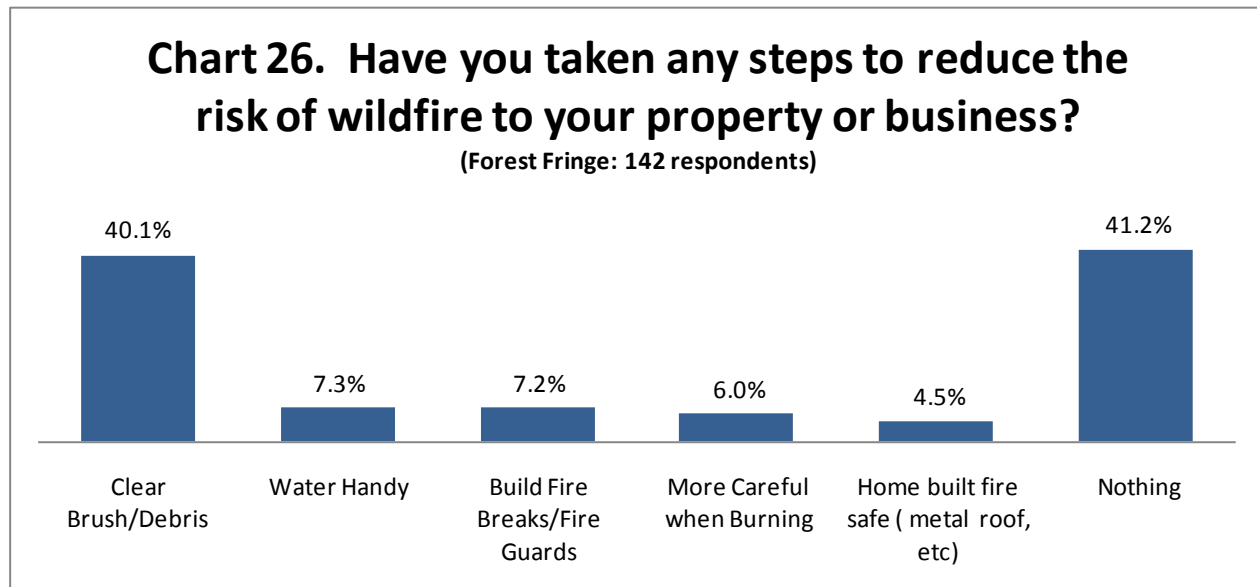


Chart 26: More than two-fifths of the Forest Fringe respondents report that they have not taken any steps to reduce the risk of wildfire to their property or business (41.2%), whereas another two-fifths (40.1%) report that they clear brush or debris, and 7.3% report that they keep water handy.

6. General Fire Safety Issues

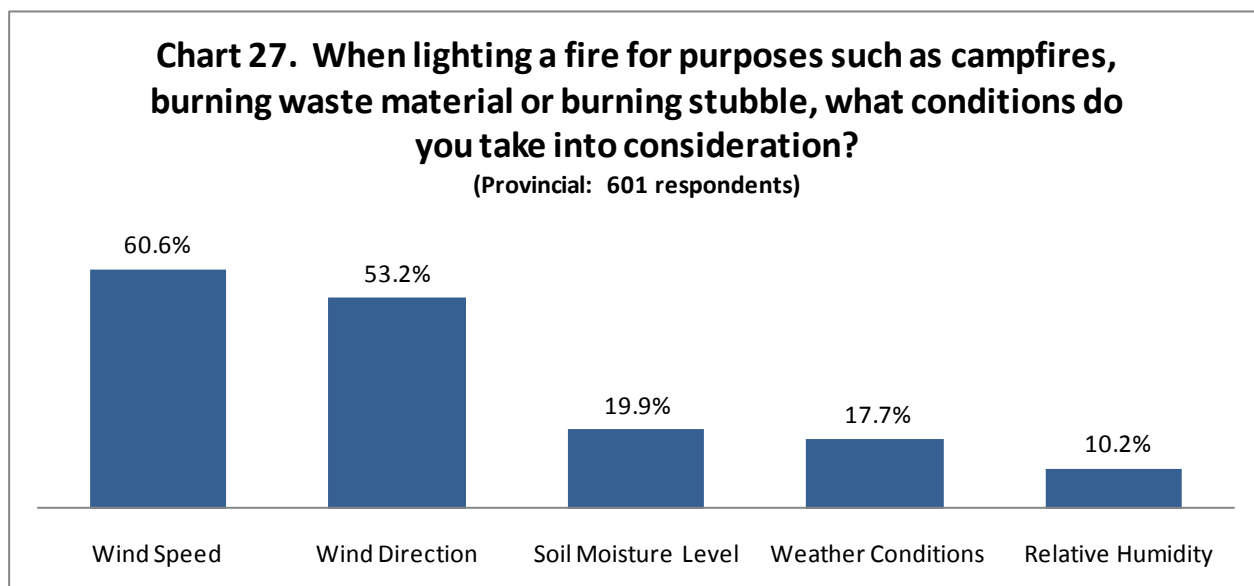


Chart 27: When asked what conditions they take into consideration when lighting a fire, 60.6% of the 601 Provincial respondents indicate they take wind speed into account, followed by 53.2% who mention wind direction.

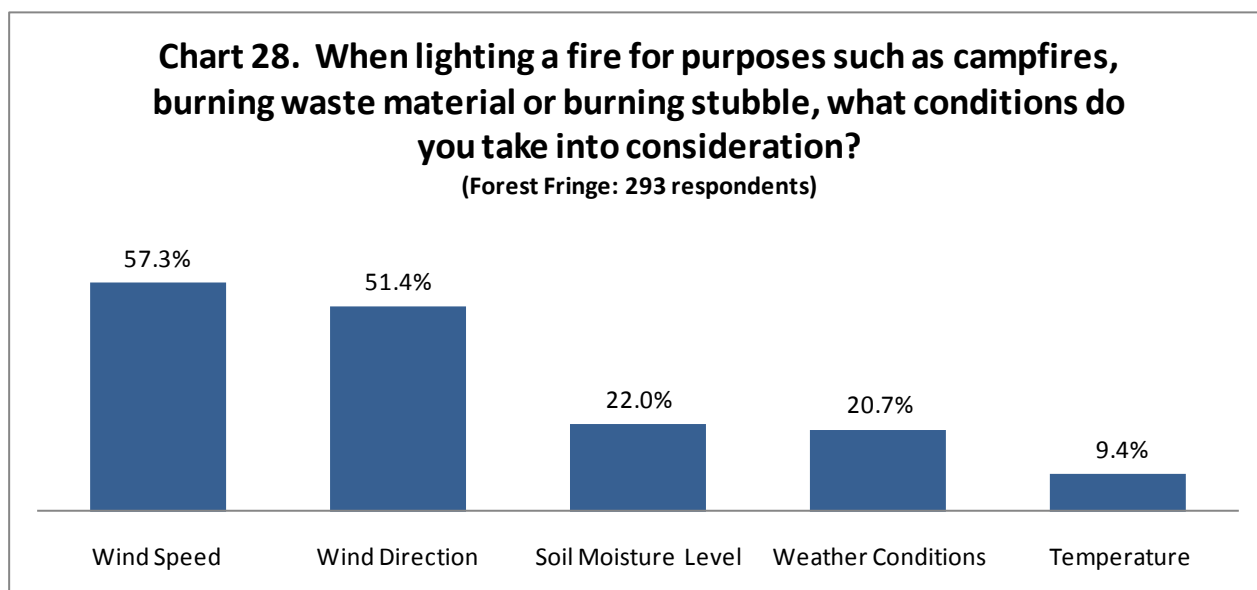


Chart 28: In the Forest Fringe Region, wind speed is the top mention by respondents (57.3%), wind direction was the condition that was second-most mentioned (51.4%) and soil moisture level was the third-most mentioned condition (22%).

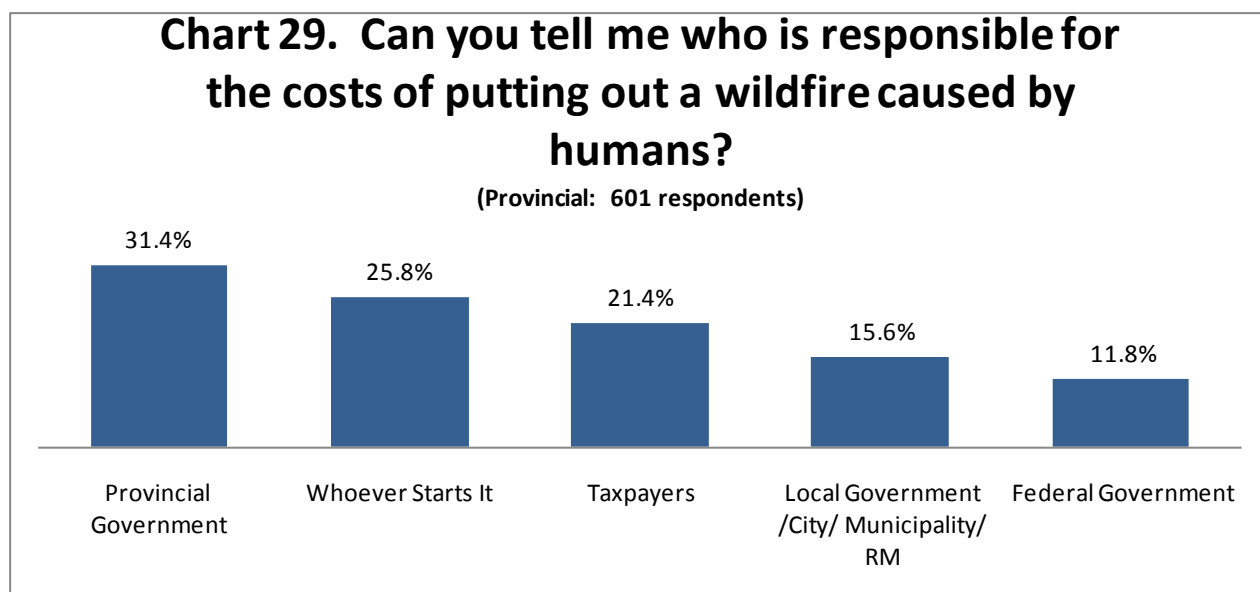


Chart 29: The 601 Provincial respondents are asked who they think is responsible for the cost of putting out a wildfire caused by humans. Nearly one-third of all Provincial respondents (31.4%) believe the Provincial Government is responsible, and 21.4% believe the taxpayers are. Another 25.8% believe the person started the fires is accountable. Compared to last year's results, a significantly higher percentage of respondents have indicated that taxpayers are responsible for the cost (21.4% in 2008 vs. 11.7% in 2007).

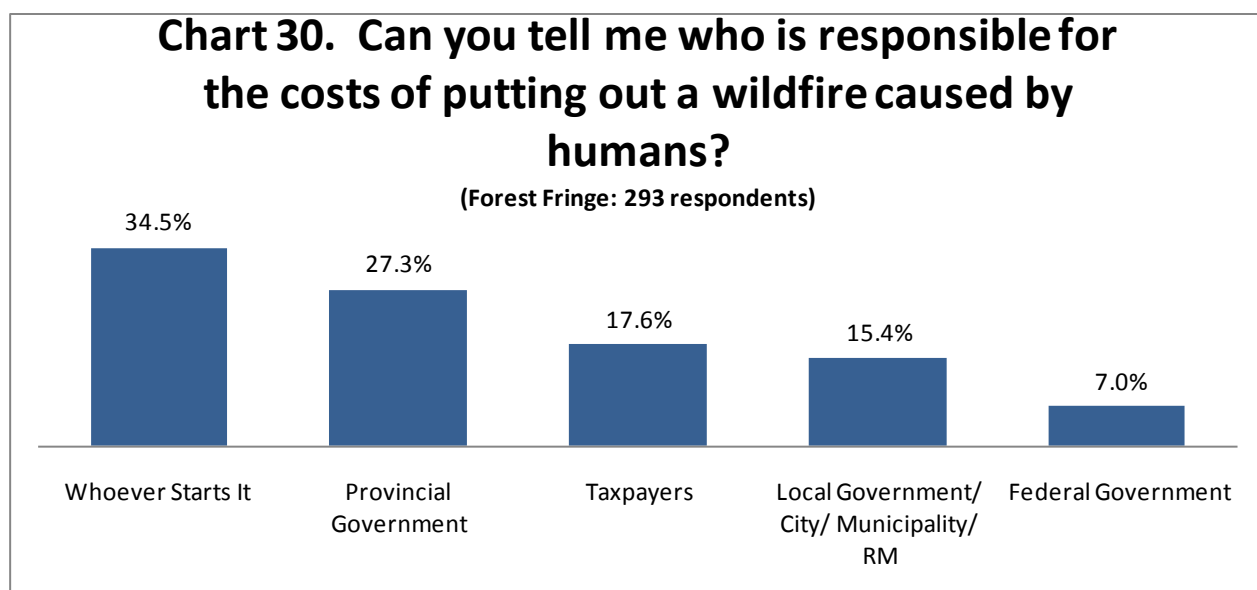


Chart 30: In the Forest Fringe Region, over one-third of the respondents (34.5%) think the responsibility for the costs of putting out wildfire lies with whoever started it. A little more than one-quarter of respondents (27.3%) feel the Provincial Government is responsible, and just under one-fifth think it is the Taxpayers (17.6%).

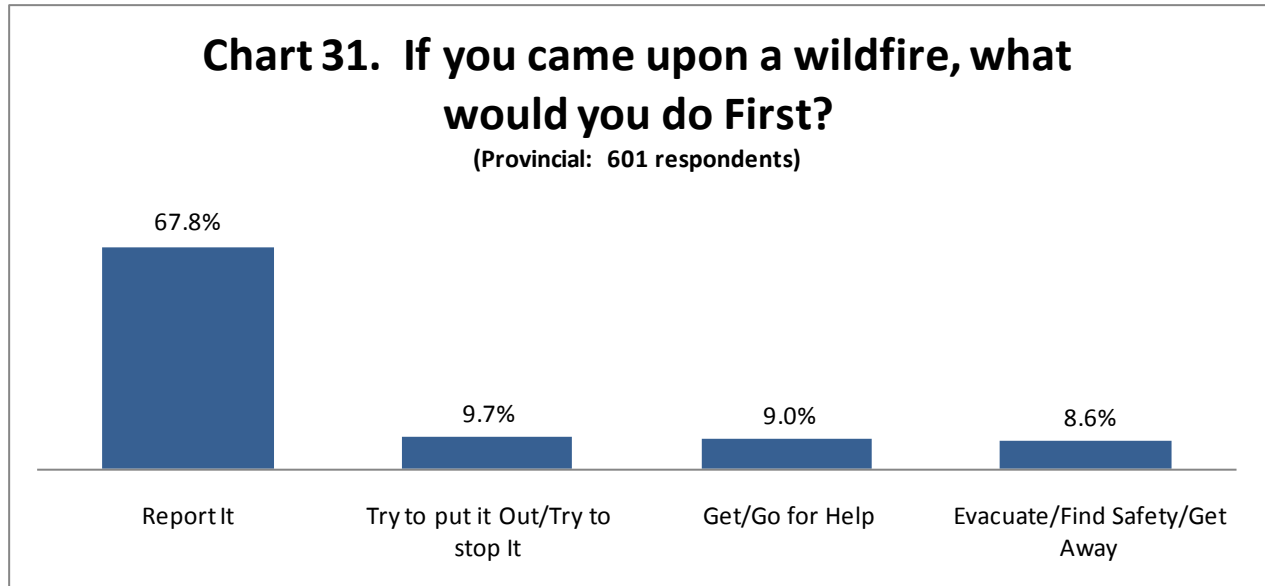


Chart 31: The 601 Provincial survey respondents are asked what they would do first, if they discovered a wildfire. Similar to last year's results, the overwhelming majority of these respondents (67.8%) would report it. Approximately one in ten of respondents say they would try to put it out, and another 9.0% indicate that they would try to get help.

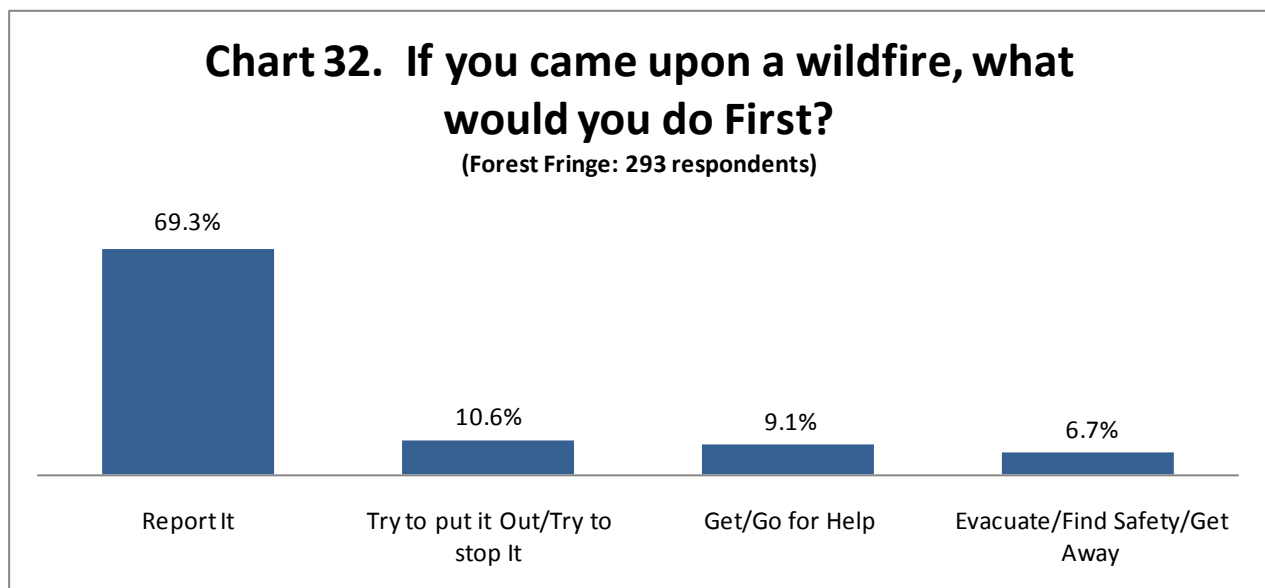


Chart 32: In the Forest Fringe Region, approximately 70% of the respondents indicate that the first thing they would do if they came across a wildfire would be to report it, while 19.6% indicate they would try to stop it or put it out and 9.1% say they would go for help. These numbers are consistent with those for the province overall.

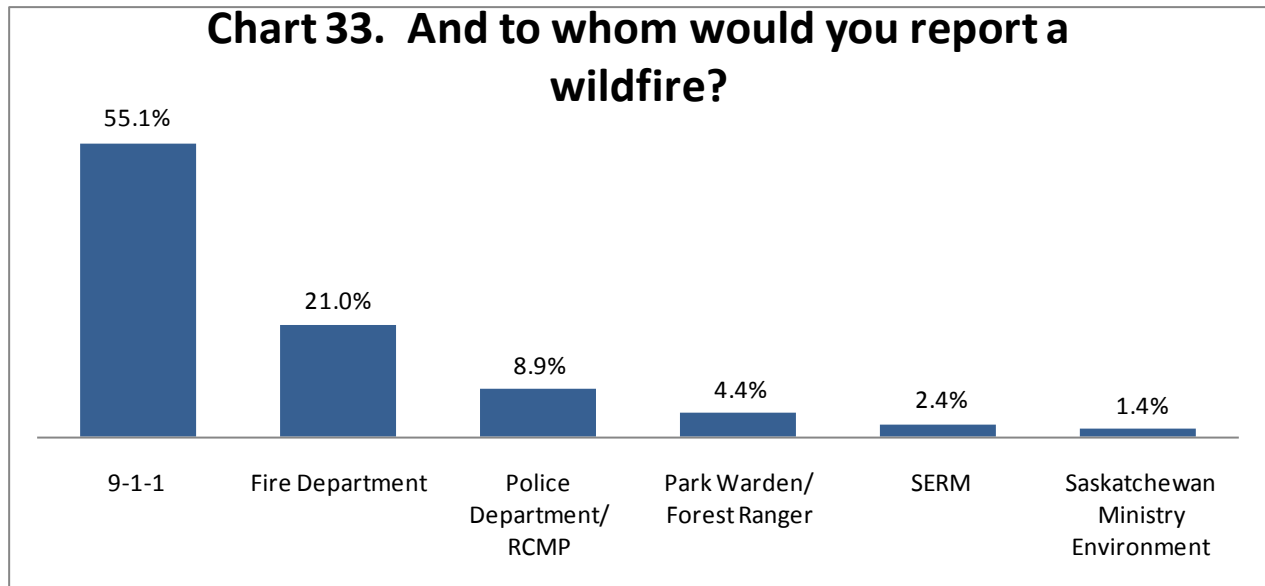


Chart 33: The 370 Provincial respondents, who said that their first action upon discovery of a wildfire would be to Report It, are asked to whom they would report a wildfire. 55.1% of these respondents would call 9-1-1. Another 21.0% indicate that they would contact the Fire Department. These numbers are almost identical to those from last year's survey.

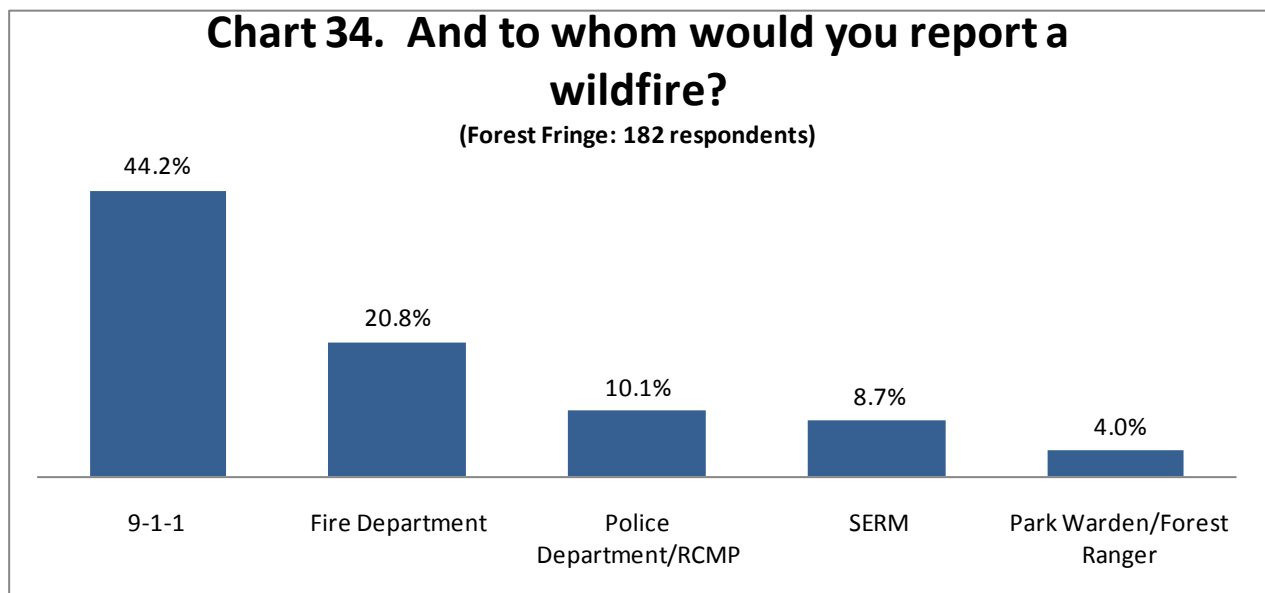


Chart 34: Close to half of the Forest Fringe respondents indicate that they would report a wildfire to 9-1-1 (44.2%), approximately one-fifth indicate that they would call the Fire Department (20.8%) and another 10% indicate they would report it to the Police Department or RCMP.

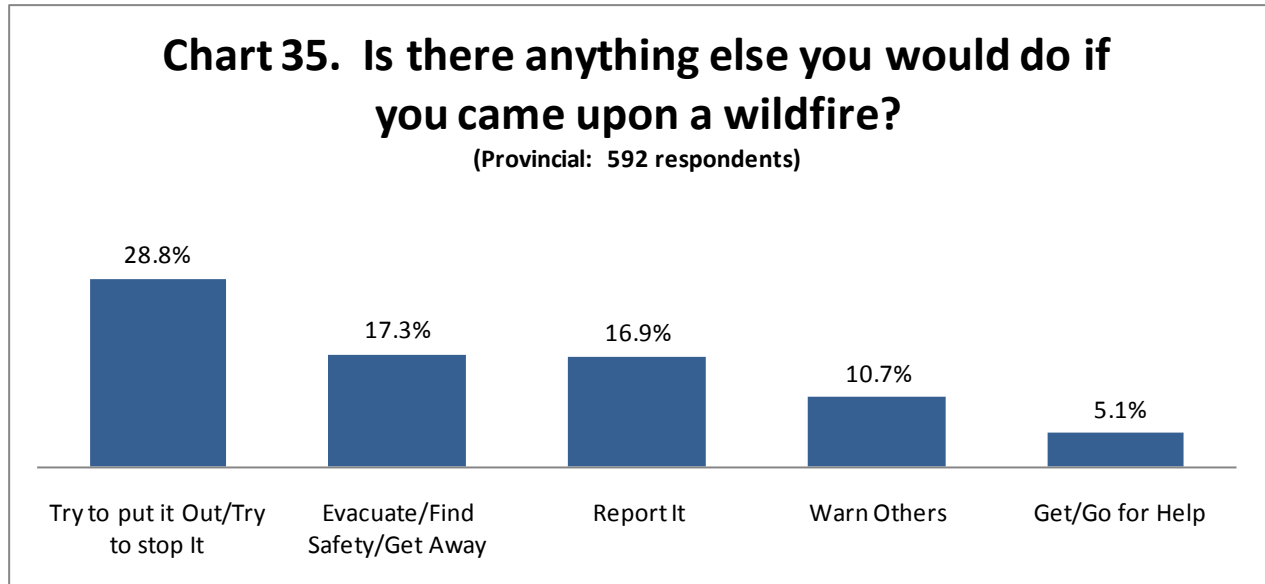


Chart 35: The 592 Provincial respondents, who list some action they would take upon discovering a wildfire, are asked if there is anything else they would do. The three most commonly mentioned actions are: trying to put it out (28.8%), evacuating/finding safety/getting away (17.3%), and reporting it (16.9%).

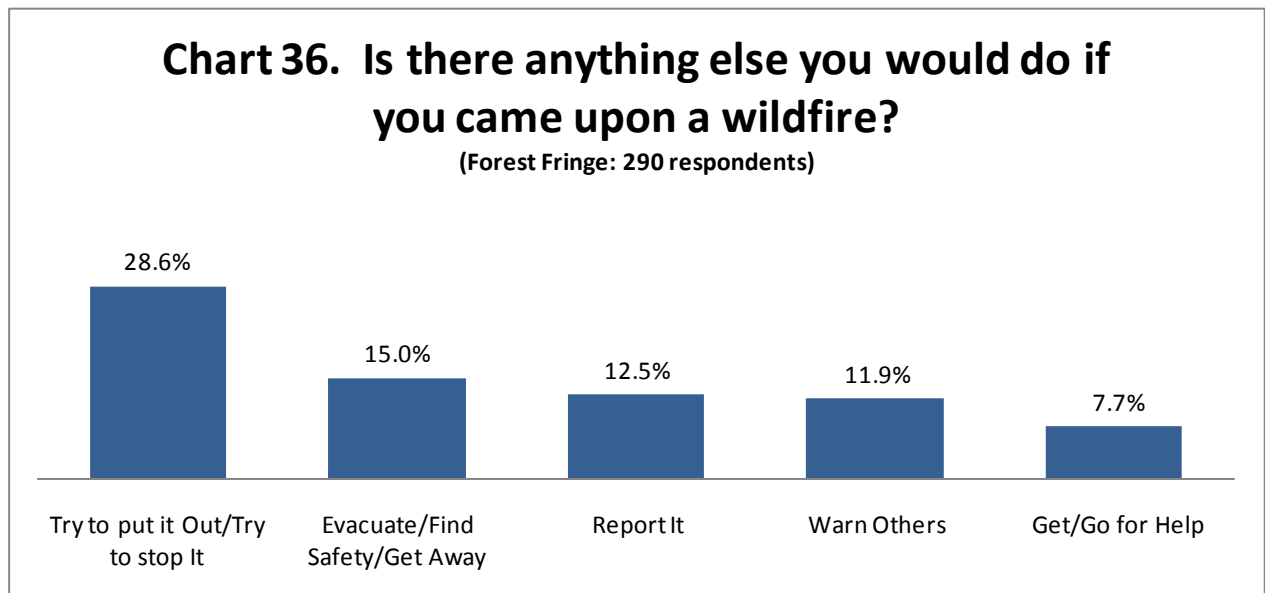


Chart 36: More than a quarter of the Forest Fringe respondents (28.6%) state that they would also try to put a wildfire out if the came upon it, 15% state they would evacuate and find safety and 12.5% stated that they would report it.

7. 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.

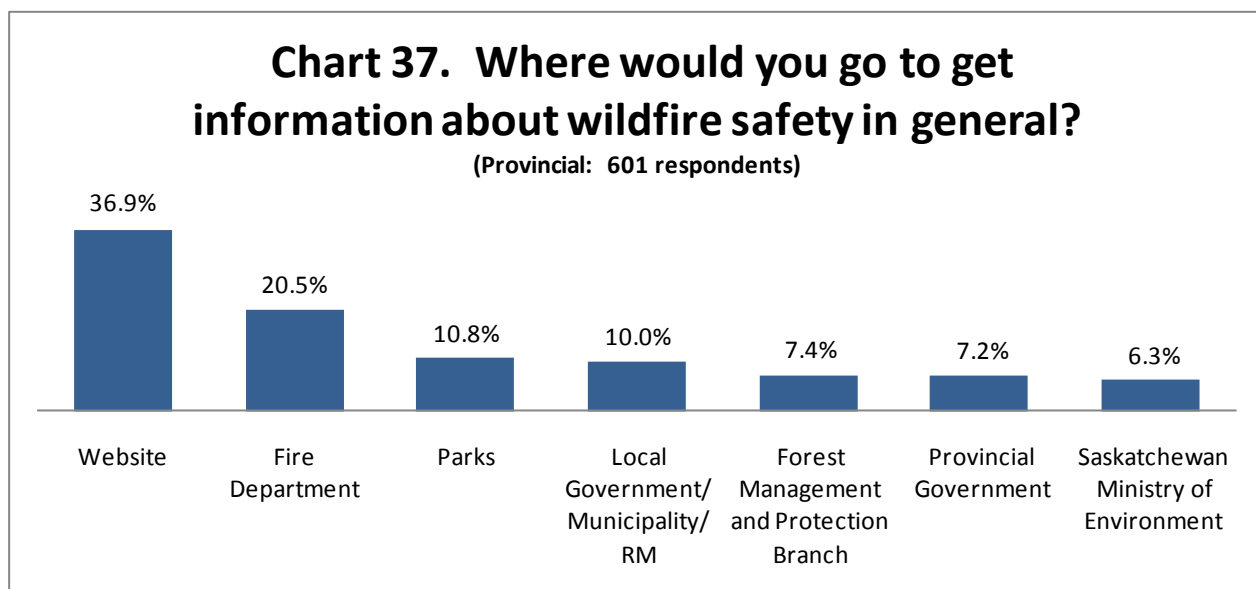


Chart 37: The largest proportion of the Provincial respondents (36.9%) say they would expect to access general information about wildfire safety on a Website. 20.5% say they would expect to access information on wildfire safety at their local Fire Department, while 10.8% say they expected to find such information in Parks. This response does not distinguish between federal, provincial or regional parks. There are no significant differences from last year's numbers.

Respondents who lived on a farm or acreage are less likely to look for information about wildfire safety on the internet (26.9%), while respondents between the ages of 18 and 34 are most likely to do so (47.5%).

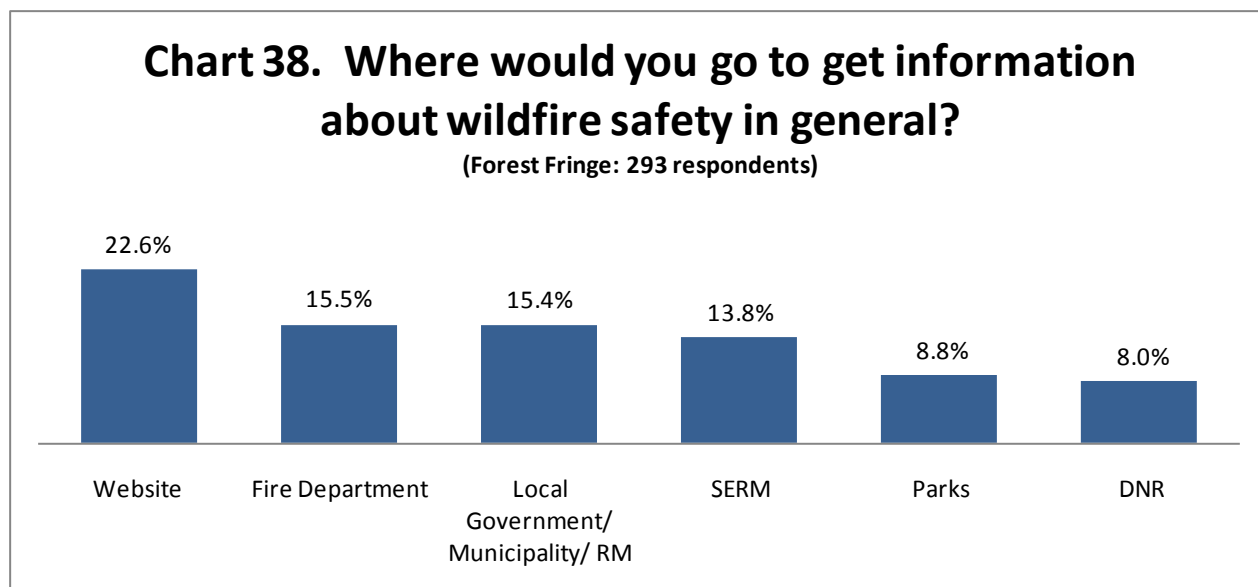


Chart 38: In the Forest Fringe Region, almost a quarter of respondents report getting their wildfire safety information from a website (22.6%), 15.5% report getting it from the Fire Department and 15.4% report getting it from the Local Government/Municipality/RM.

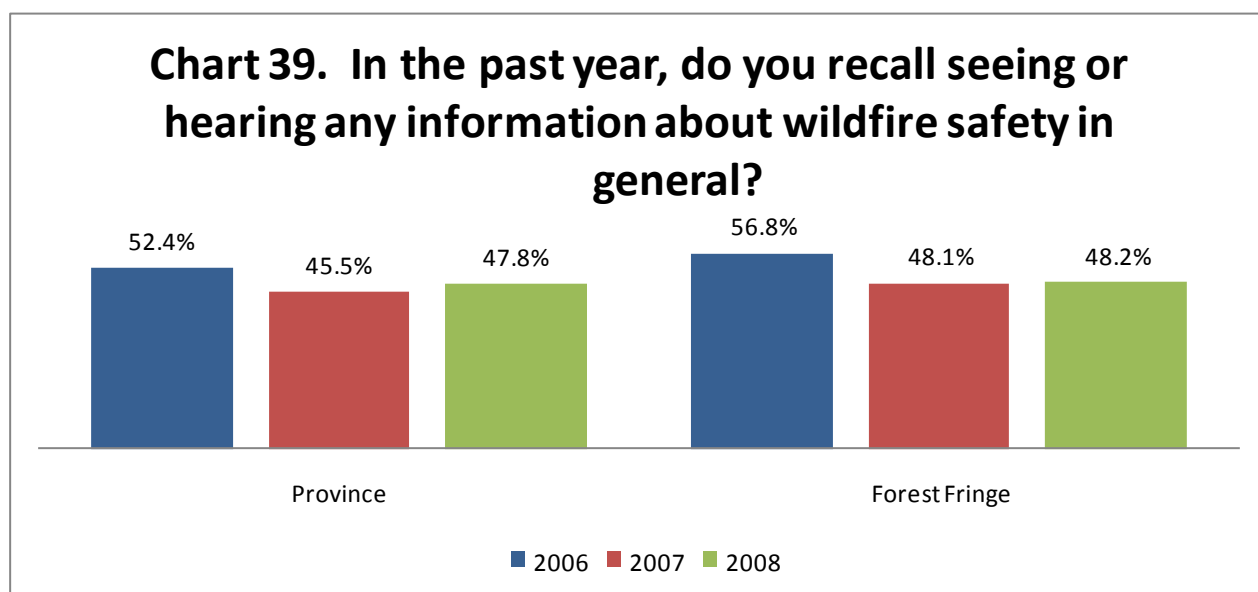


Chart 39: The 601 Provincial survey respondents are asked if they could recall seeing or hearing information about wildfire safety during the past year. Nearly half (47.8%) of these respondents recall seeing or hearing information about wildfire safety during the previous twelve months. In the Forest Fringe Region, the proportion of respondents who recall seeing or hearing information about wildfire safety is 48.2%. Both numbers are similar to those from last year's survey.

Respondents who live in larger urban center of more than 30,000 population are more likely to have recalled seeing or hearing wildfire safety information during the past year (55.1%).

Chart 40. And can you recall where you saw or heard this information?

(Provincial: 287 respondents)

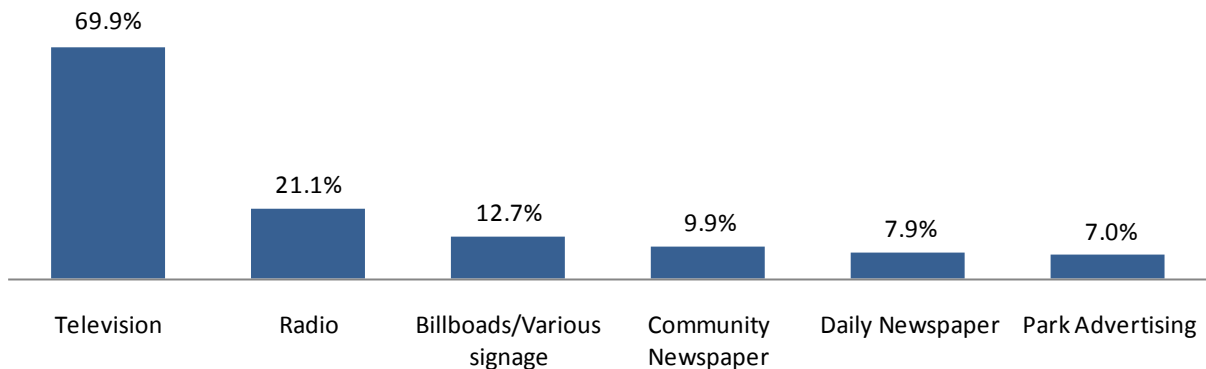


Chart 40: Of the 287 Provincial respondents who recall seeing or hearing information about wildfire safety, 69.9% recall seeing or hearing the information on television, while 21.1% recall hearing it on radio.

Television is the primary source of information for all demographic groups. Radio is the second most important source of information for residents of farm and small communities (29.3% and 29.1% respectively), while billboards and signage are more important for residents of medium or large urban centers (18.5% and 15.8% respectively).

Chart 41. And can you recall where you saw or heard this information?

(Forest Fringe: 141 respondents)

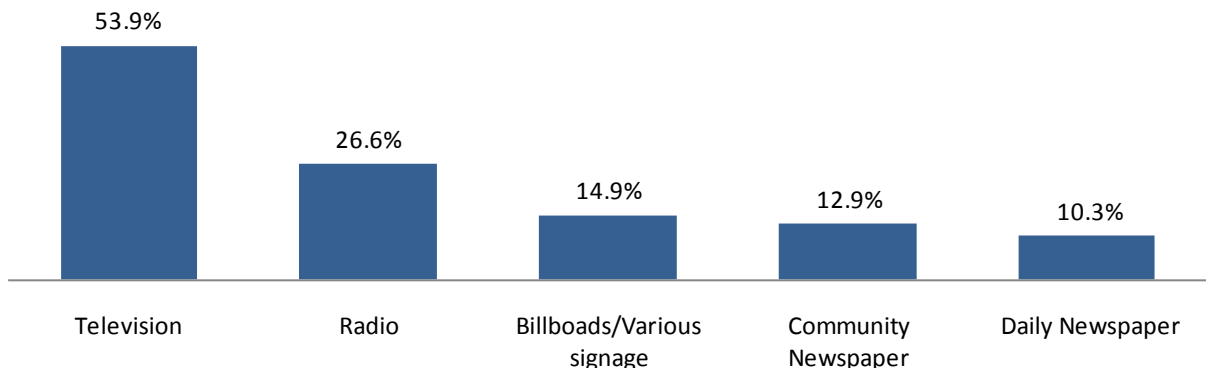


Chart 41: In the Forest Fringe Region, over half of the respondents (53.9%) recall seeing the information on the television, while slightly more than one-quarter (26.6%) recall hearing it on the radio and 14.9% recall seeing it on billboards or other signage.

Chart 42. In the past year, do you recall seeing or hearing any advertisements about wildfire safety in general?

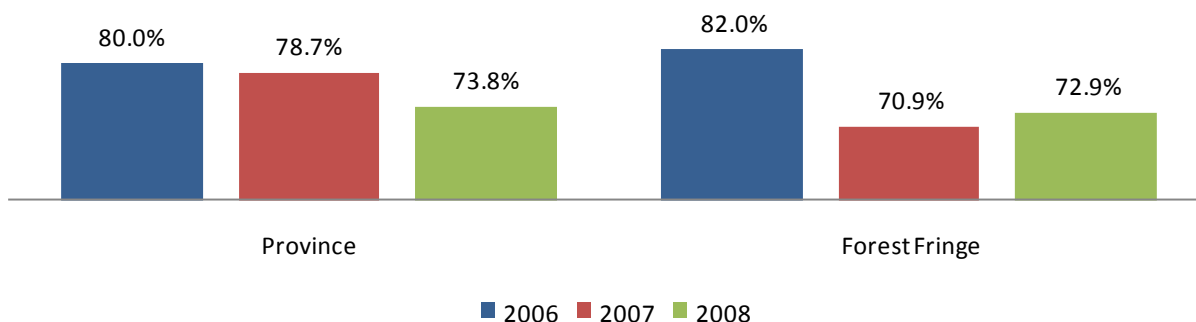


Chart 42: Of the 287 Provincial survey respondents who recall seeing or hearing information about wildfire safety in the past year, 73.8% recall seeing or hearing advertisements, which is a 5% decrease from the previous year.

In the Forest Fringe Region, 72.9% recall seeing or hearing advertisements about wildfire safety.

Chart 43. Can you recall where you saw or heard these advertisements?

(Provincial: 212 respondents)

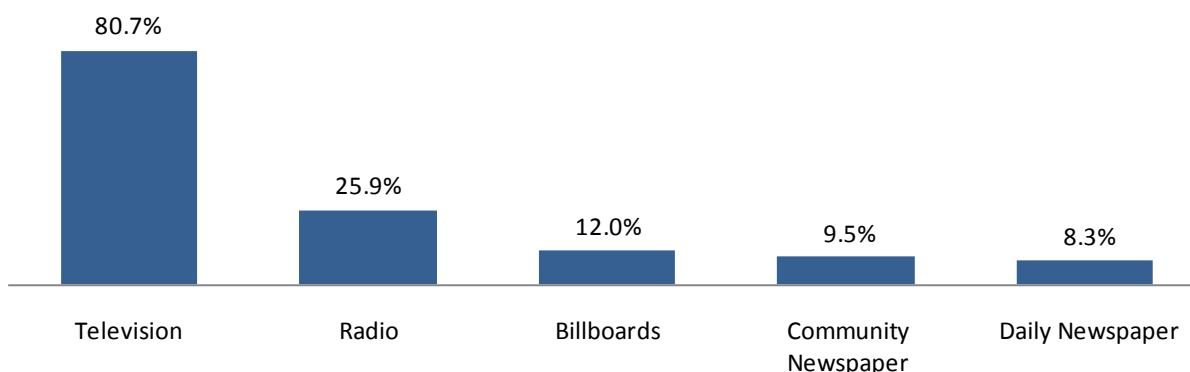


Chart 43: The 212 Provincial survey respondents who recall seeing or hearing advertisements on the topic of wildfire safety are asked where they saw or heard the advertisements. Approximately four-fifths of these respondents (80.7%) recall television advertisements on this topic, while 25.9% recall radio advertisements on the topic. No significant differences are found between this year's and last year's results.

Compared to the overall average, respondents who are over the age of 55 are less likely to have seen the ads on TV (74.6%), but are more likely to have seen the ads on community newspaper (24.9%). Respondents who live on a farm or acreage are less likely to have cited the television as their source of the advertisement information, and more likely to have indicated that they heard the advertisements on the radio (37.7%).

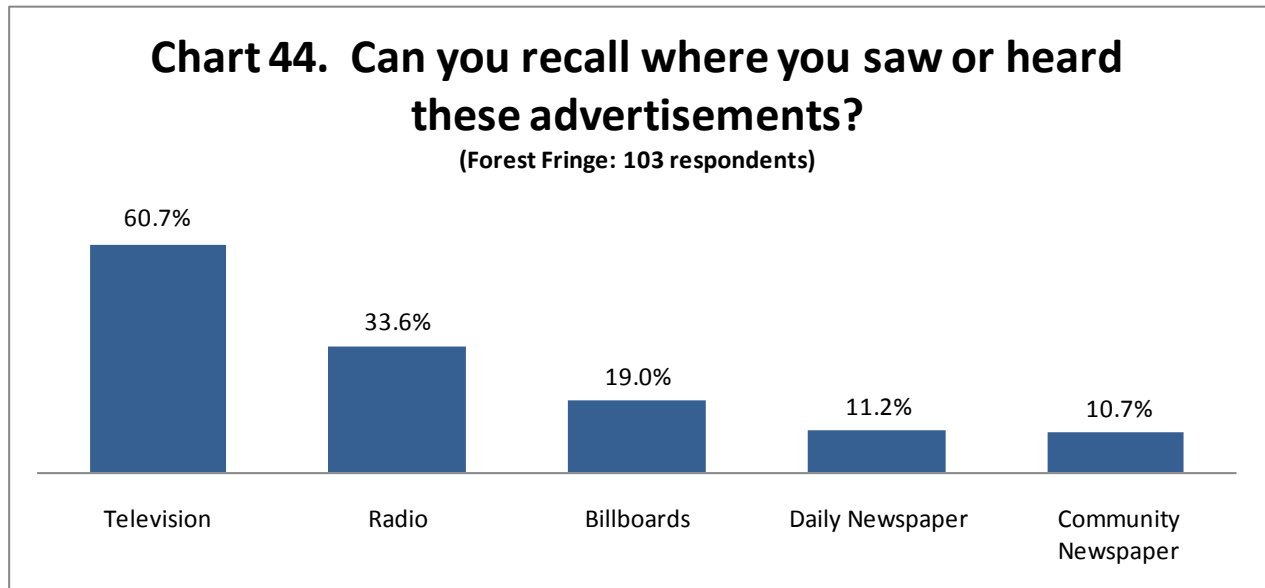


Chart 44: Approximately 60% of the Forest Fringe respondents indicate that they have seen the advertisements on Television (60.7%), while about one-third (33.6%) indicate they have heard the advertisements on the Radio and 19% have seen them on Billboards.

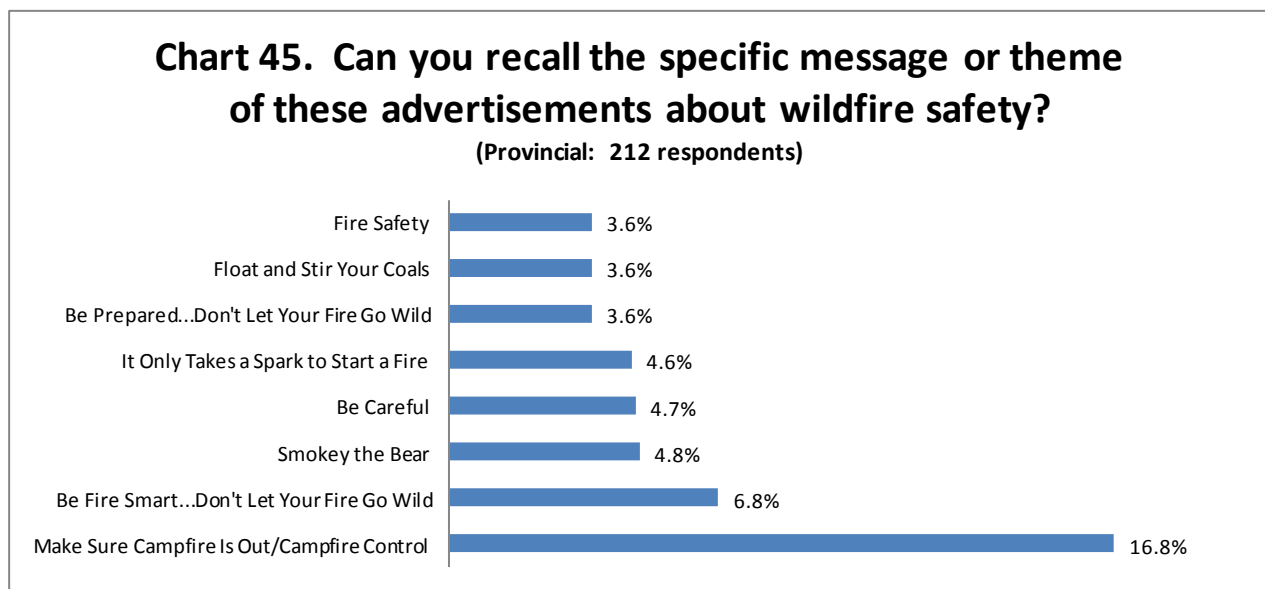


Chart 45: The 212 Provincial survey respondents who recall seeing or hearing advertisements in the past year on the topic of wildfire safety, are asked if they could recall the specific message or theme of the advertisements. 16.8% of these respondents said the main message of the advertisements is “Make sure your fire is out”. Another 6.8% of respondents recall the theme “Be fire smart...Don’t let your fire go wild”.

Respondents who are between 18 and 34 seem to be more likely to recall the message “Be fire smart... Don’t let your fire go wild” (14.6%), while respondents who have a household income of below \$40,000 are less likely to remember about the message (2.9%). The message “Be prepared... Don’t let your fire go wild” does not seem to be more effective towards a specific age or income group.

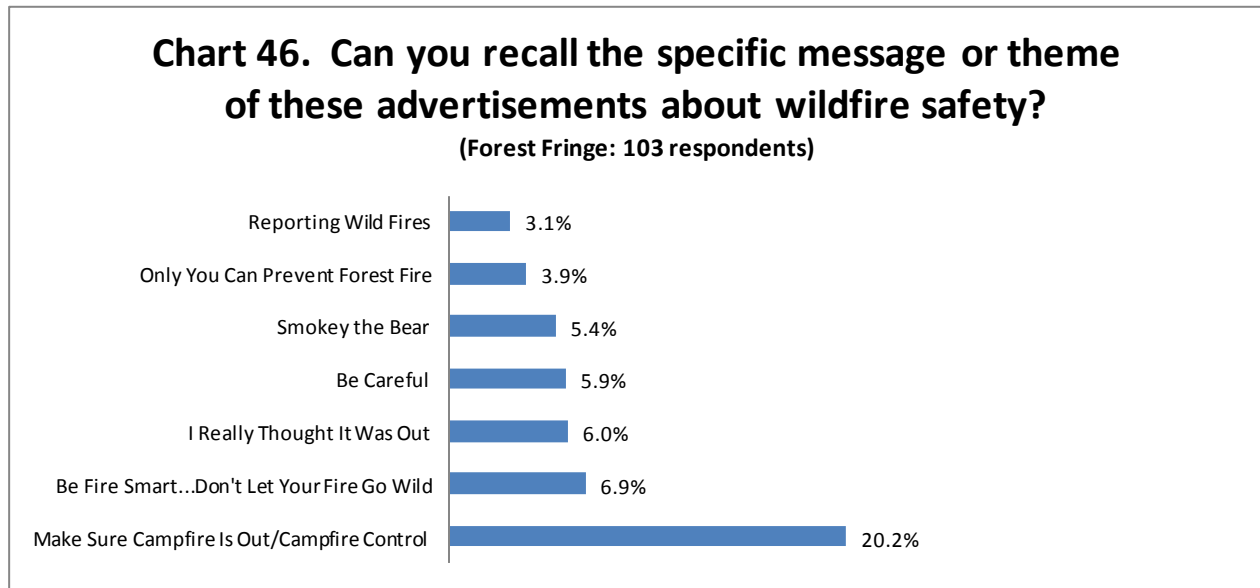


Chart 46: In the Forest Fringe Region, the message “Make Sure Campfire is Out/Campfire Control” is the specific message that is recalled by the most respondents (20.2%). “Be Fire Smart...Don’t Let Your Fire Go Wild” is mentioned by 6.9% of respondents, and “I Really Thought it Was Out” is mentioned by 6%.

Chart 47. In the past year, did you see or hear general information about wildfire safety from other sources besides advertisements?

(Provincial: 287 respondents)

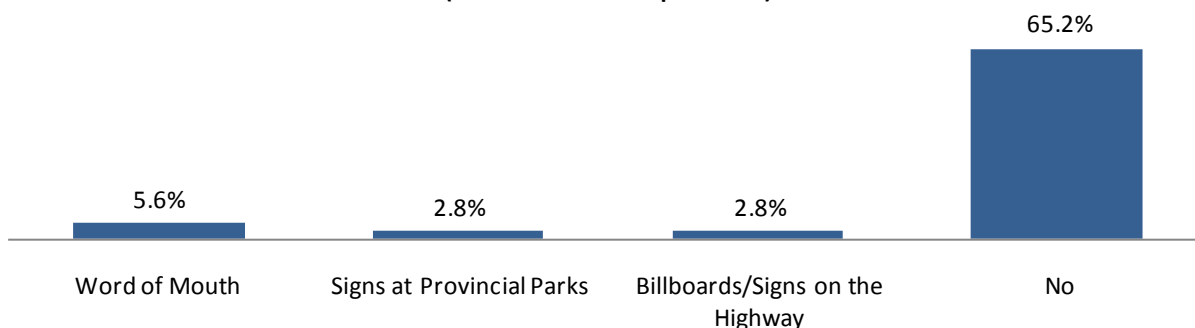


Chart 47: Approximately two-thirds of the 287 Provincial survey respondents (65.2%) who recall seeing or hearing information about wildfire safety during the past year, do not recall any of that information coming from sources beyond advertisements.

Chart 48. In the past year, did you see or hear general information about wildfire safety from other sources besides advertisements?

(Forest Fringe: 141 respondents)

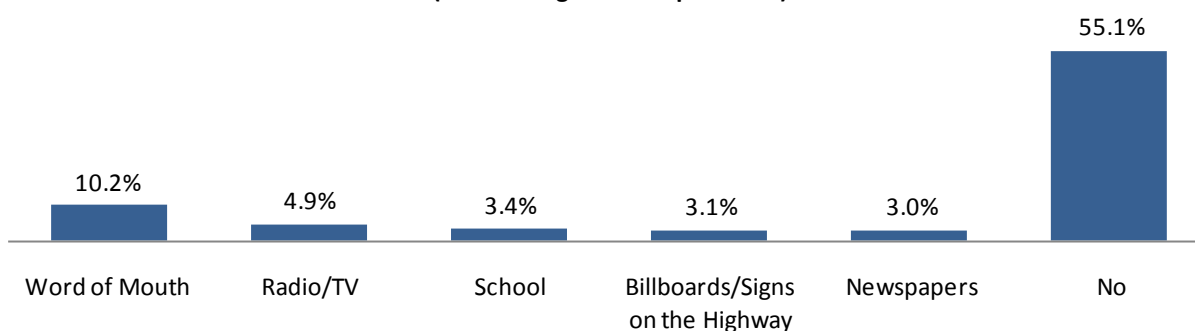


Chart 48: In the Forest Fringe Region, over half of the respondents have not heard general information about wildfire safety from other sources besides advertisements in the past year (55.1%), while 10.2% indicate having heard information from Word of Mouth, and 4.9% from the Radio or TV.

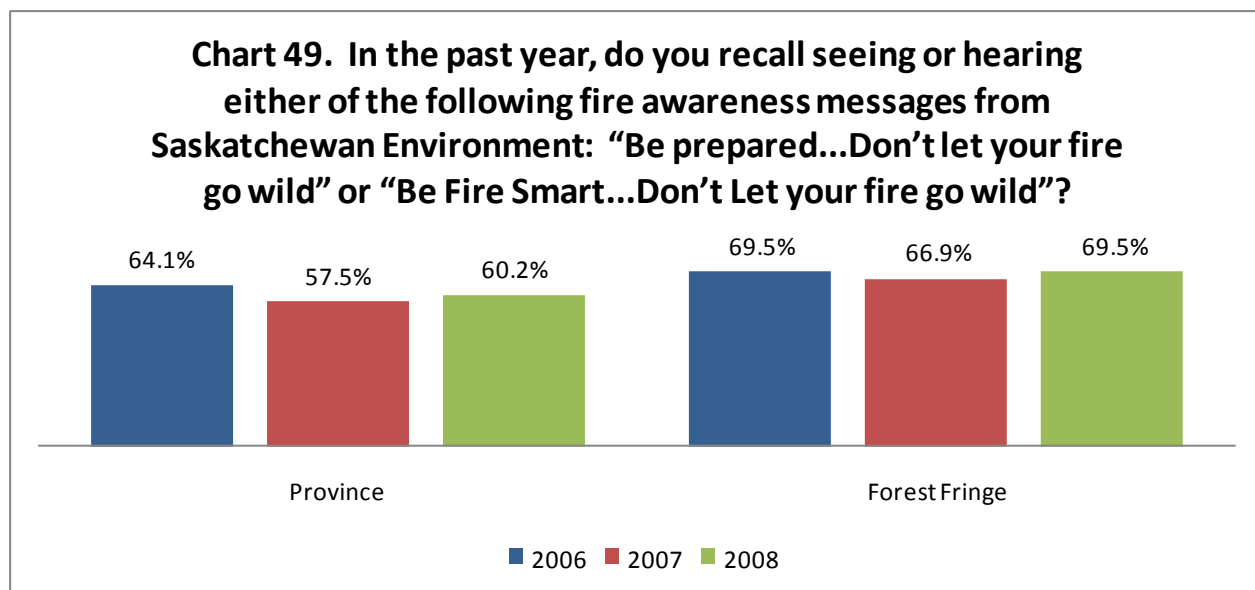


Chart 49: When respondents are asked if they recall seeing or hearing one of the Saskatchewan Environment Fire Awareness Messages: “Be Prepared...Don’t Let Your Fire Go Wild” or “Be Fire Smart...Don’t Let Your Fire Go Wild”, 60.2% of Provincial respondents and 69.5% of Forest Fringe respondents indicate they do. These numbers are similar to those from last year’s survey.

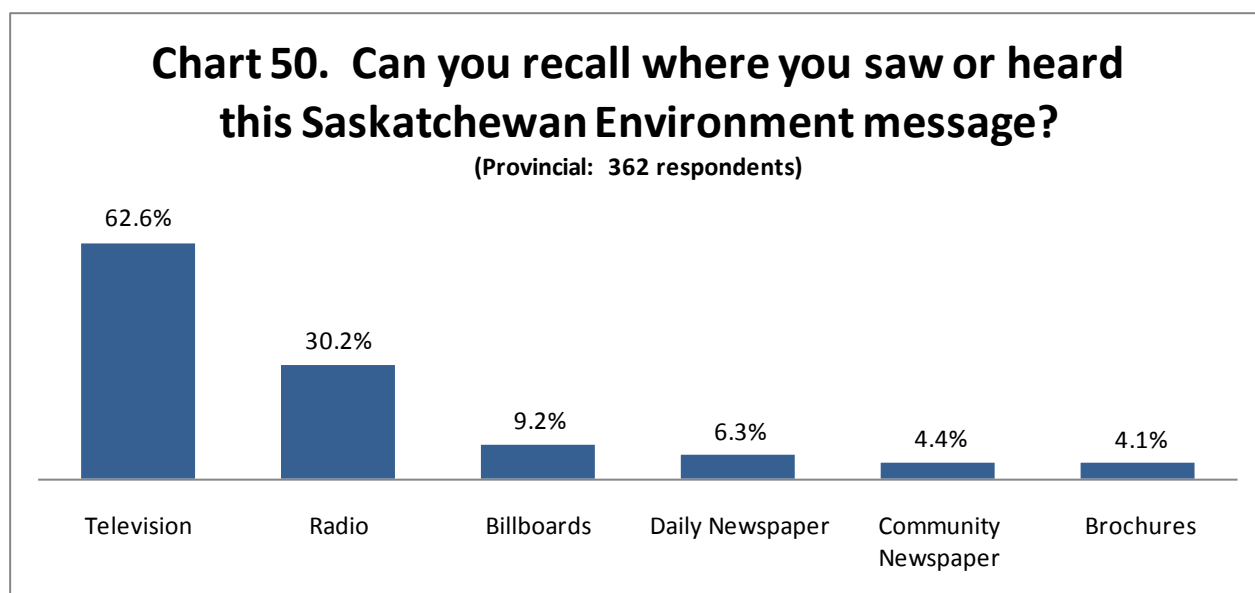


Chart 50: The 362 Provincial survey respondents who recall seeing or hearing the Saskatchewan Environment Fire Awareness Messages are asked where they recalled seeing or hearing these messages. 62.6% of these respondents recall accessing the messages on television and 30.2% recall hearing the messages on radio.

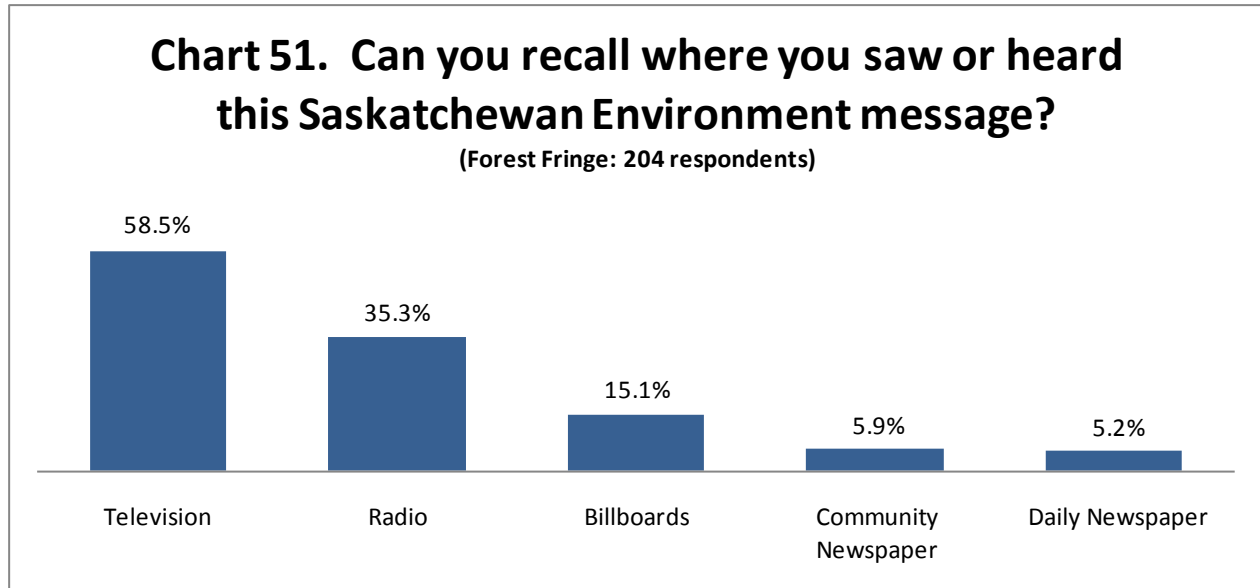


Chart 51: Nearly 60% of the Forest Fringe respondents have heard the Saskatchewan Environment message on Television (58.5%), whereas 35.3% and 15.1% of respondents have seen or heard it on the Radio or Billboards, respectively.

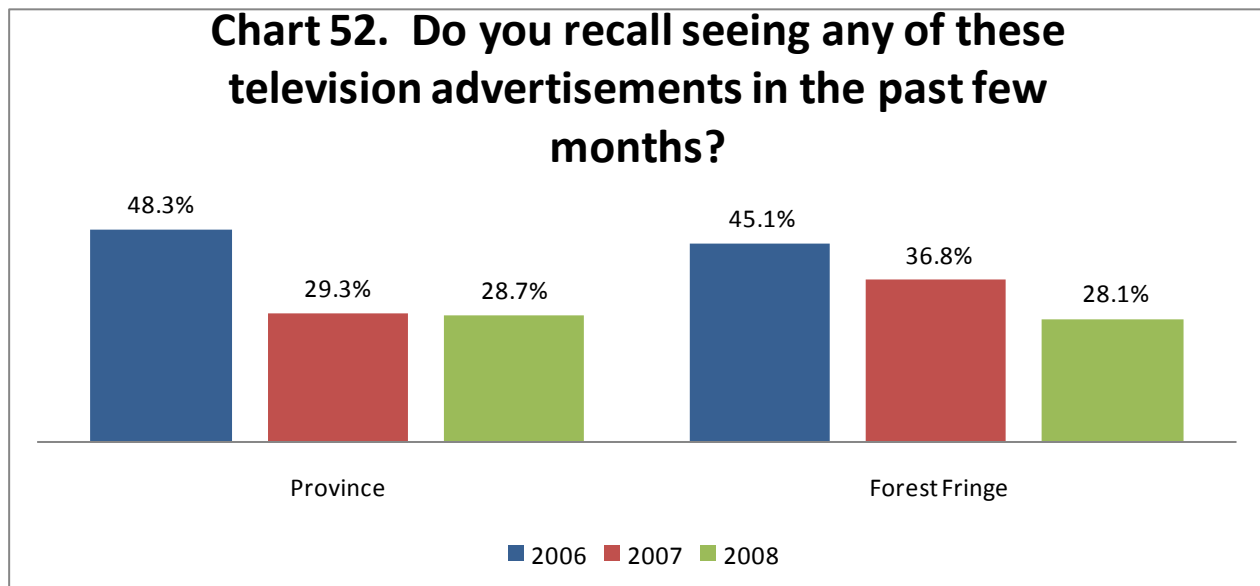


Chart 52: After a description of the theme messages of the advertisements is provided, 28.7% of the Provincial respondents and 28.1% of the Forest Fringe respondents recall seeing these television advertisements. While overall advertisement awareness in the province is similar to last year, awareness in the Forest Fringe shows a trend of decrease between 2006 and 2008.

Chart 53. Have you or anyone in your household used Saskatchewan Environment's Website for information about wildfires?

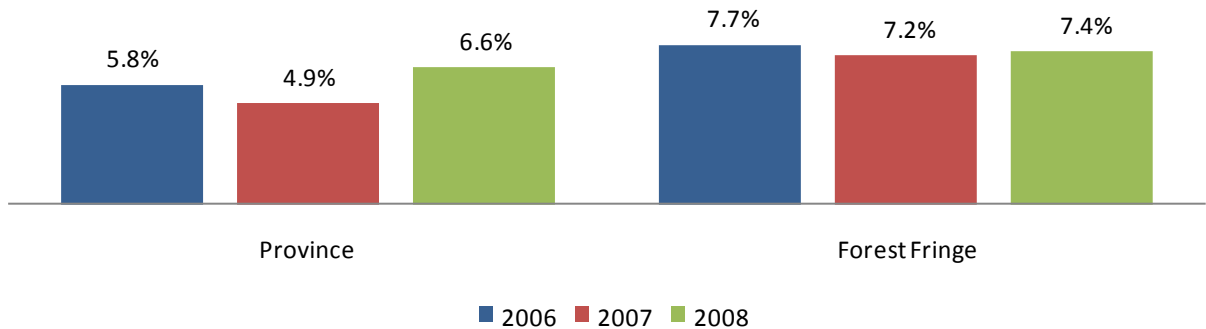


Chart 53: Overall, 6.6% of the 601 Provincial survey households have had a member visit the Saskatchewan Environment Website for information about wildfires. There is no statistically significant variations between the 2008 and 2007 surveys on this question.

Community size is positively correlated to visitation to the Saskatchewan Environment website, 11.5% of respondents live in an urban center that has more than 30,000 population, compared to only 0.7% of those who live on a farm/acreage, indicate that they have visited the website.

Visits to the Saskatchewan Environment's website from residents in the Forest Fringe Region also stay the same over the past year.

Chart 54. What type of fire education information would you like to see in Saskatchewan Environment's Wildfire Website?

(Provincial: 601 respondents)

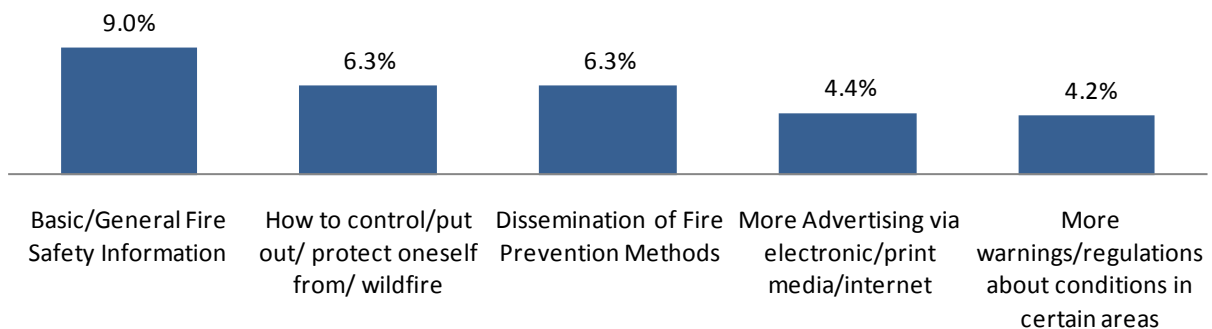


Chart 54: When respondents are asked what type of fire education information they would like to see in Saskatchewan Environment's Wildfire Website, the top 3 suggestions are "Basic/General Fire Safety Information" (9.0%), "How to control/put out/protect oneself from wildfire" (6.3%), and "Dissemination of fire prevention methods" (6.3%).

Approximately half of respondents are unable to provide suggestions as to what they would like to see in Saskatchewan Environment's wildfire website.

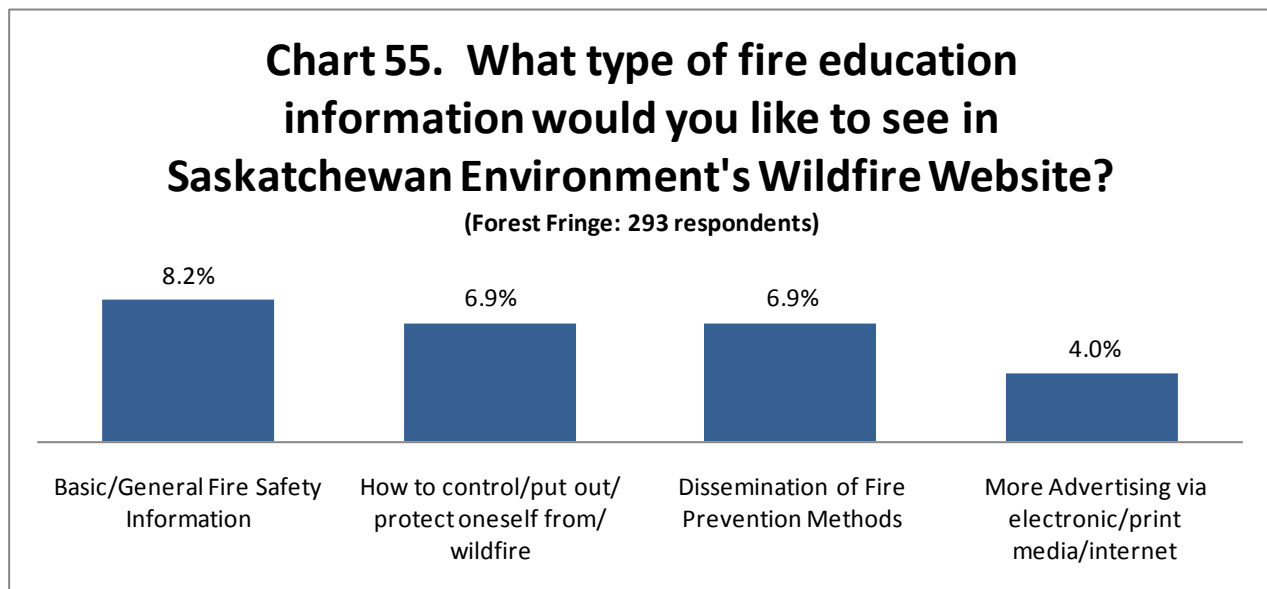
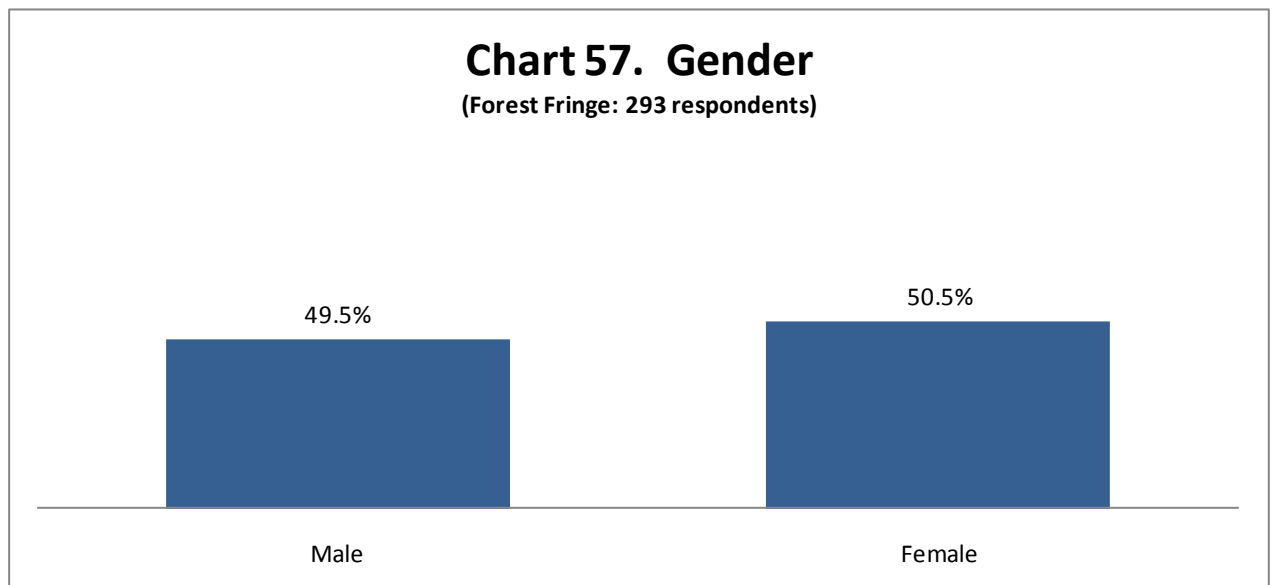
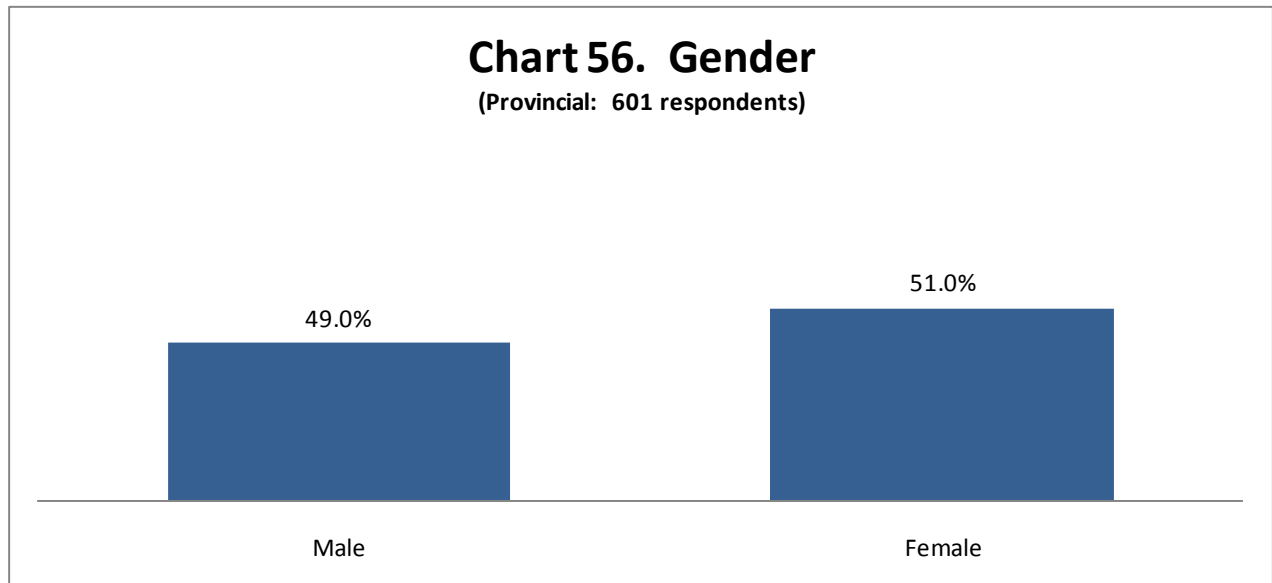
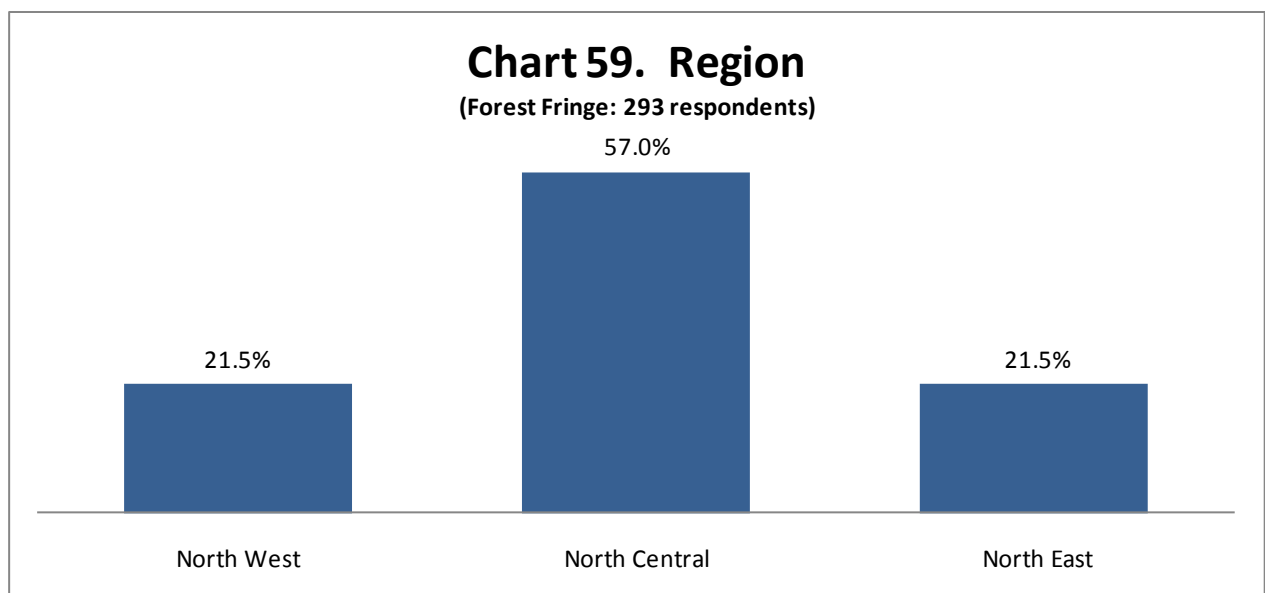
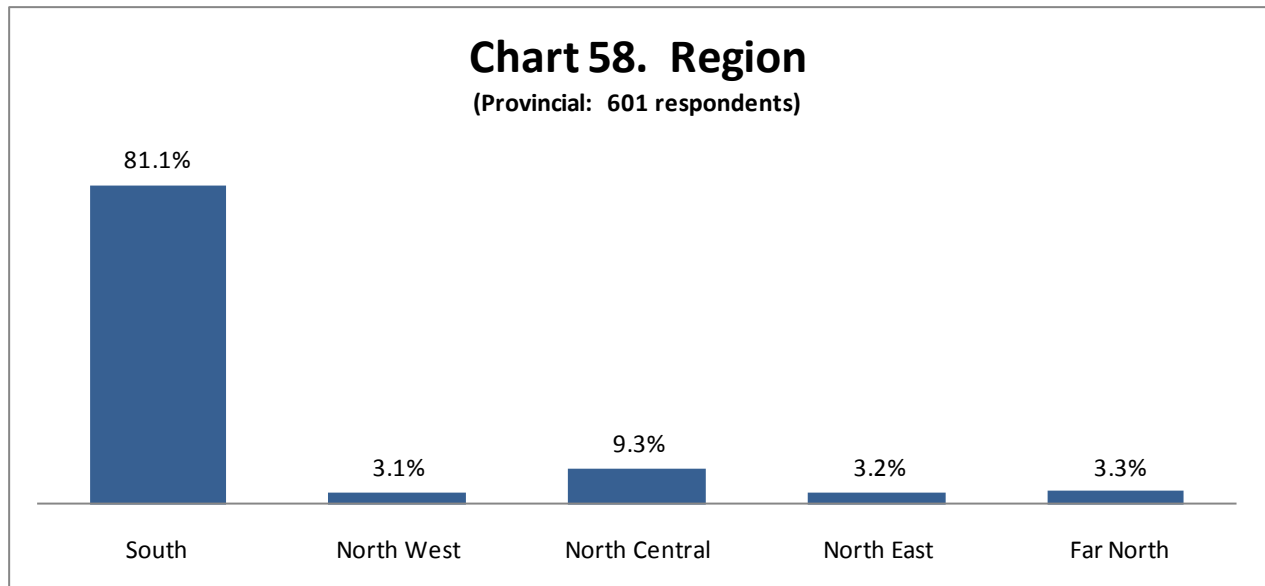


Chart 55: In the Forest Fringe Region, "Basic or General Fire Safety Information" is mentioned by 8.2% of the respondents as a type of fire education information they would like to see in Saskatchewan Environment's Wildfire Website, "information on how to control, put out, or protect oneself from wildfire" is mentioned by 6.9% of respondents and another 6.9% mention they would like to see "information on Fire Prevention Methods".

8. 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 601 Provincial respondents will be displayed first. Immediately following will be the demographic characteristics for the 293 Forest Fringe respondents.





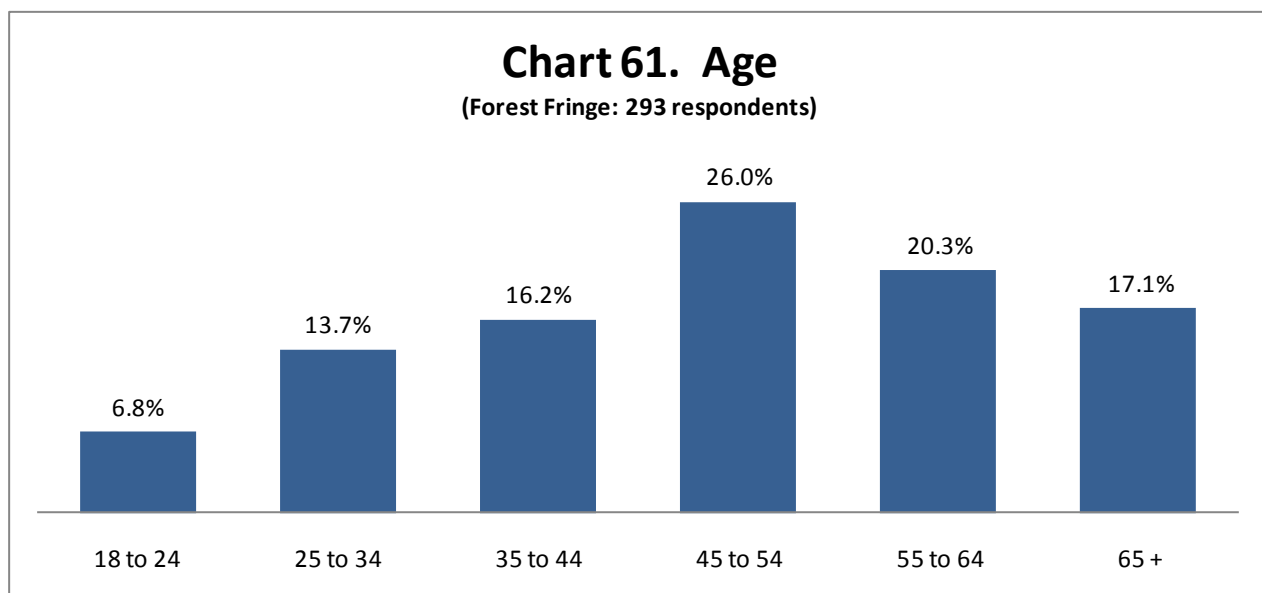
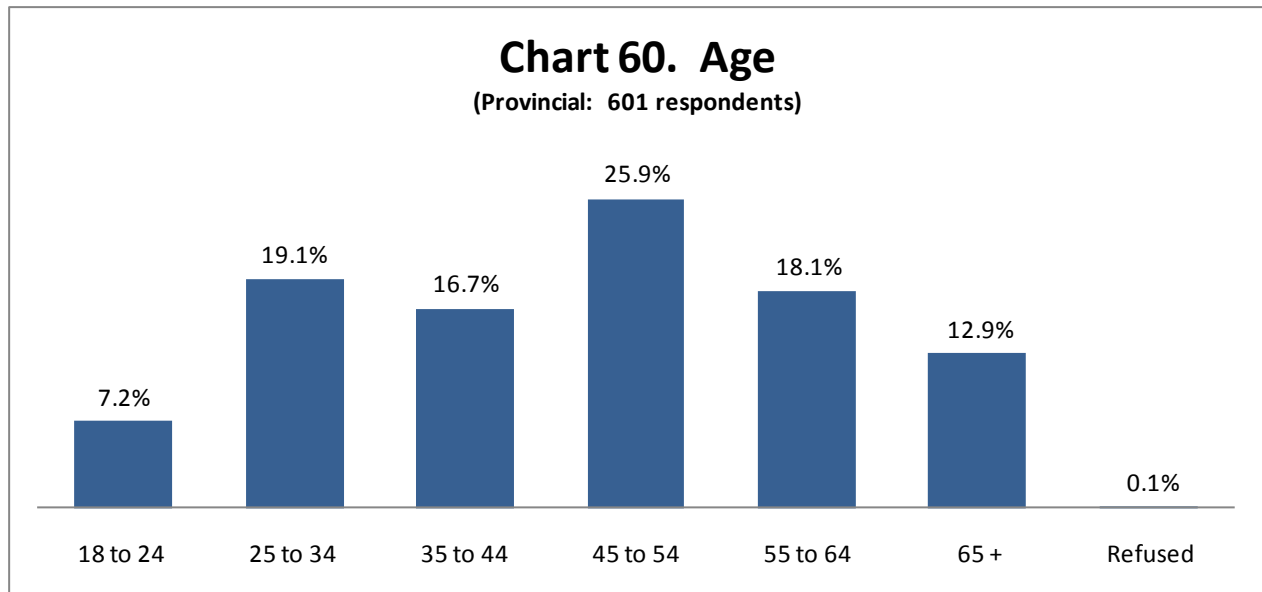
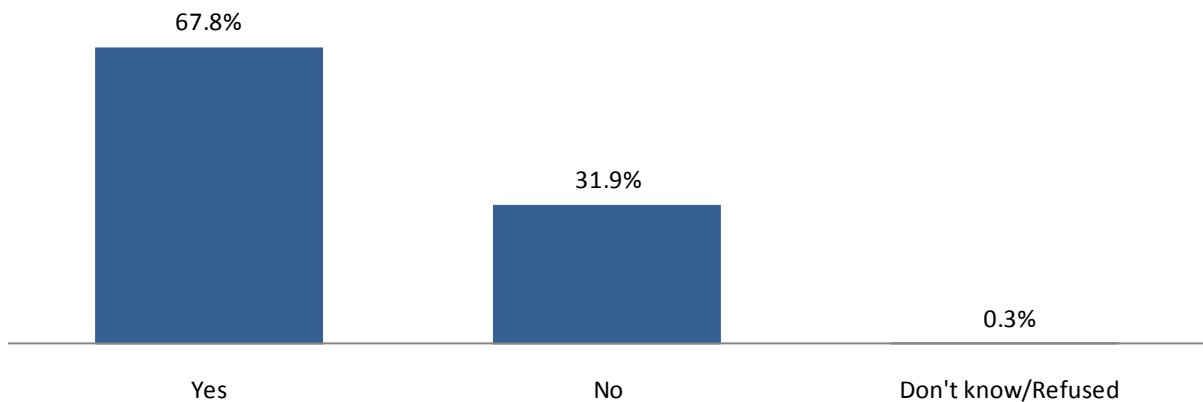
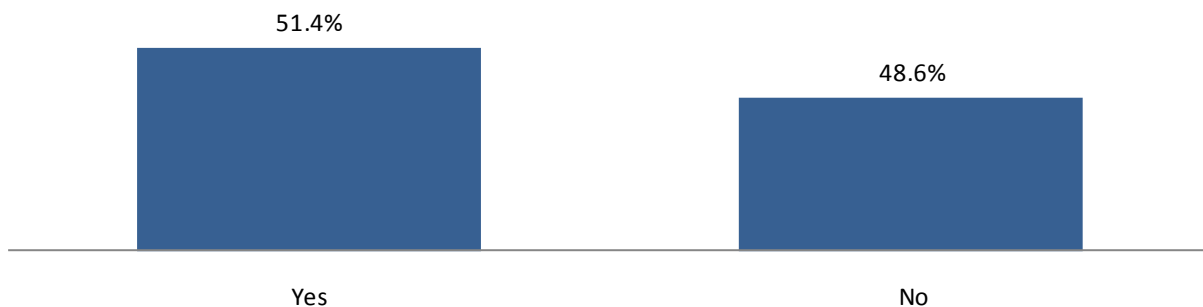


Chart 62. High-Speed Internet Access

(Provincial: 601 respondents)

**Chart 63. High-Speed Internet Access**

(Forest Fringe: 293 respondents)



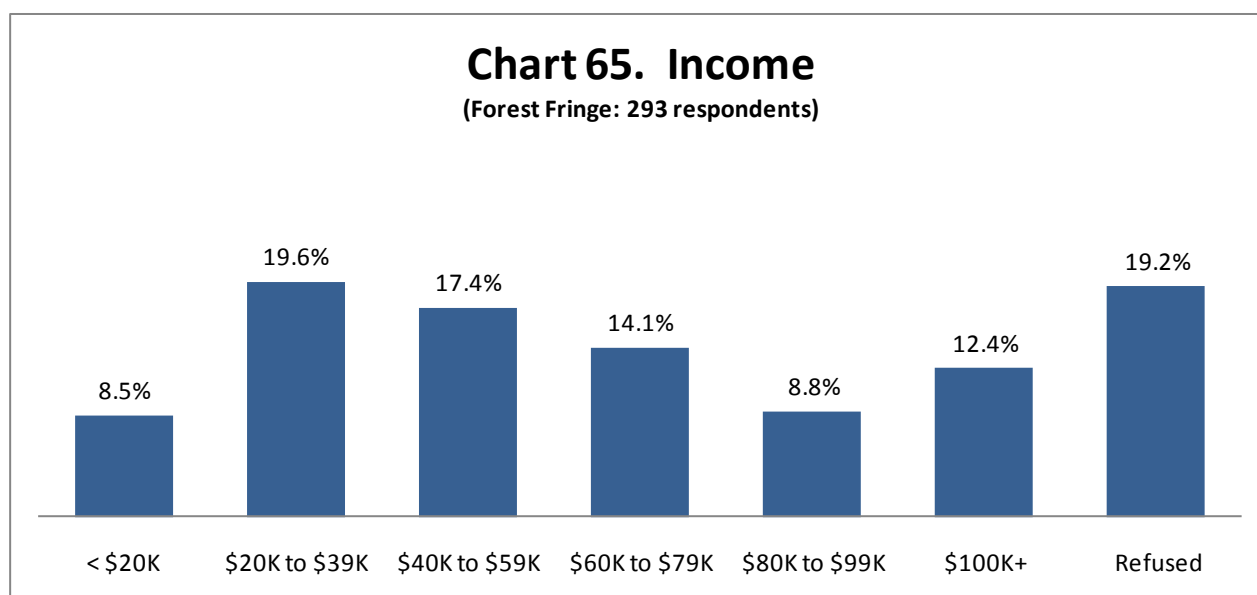
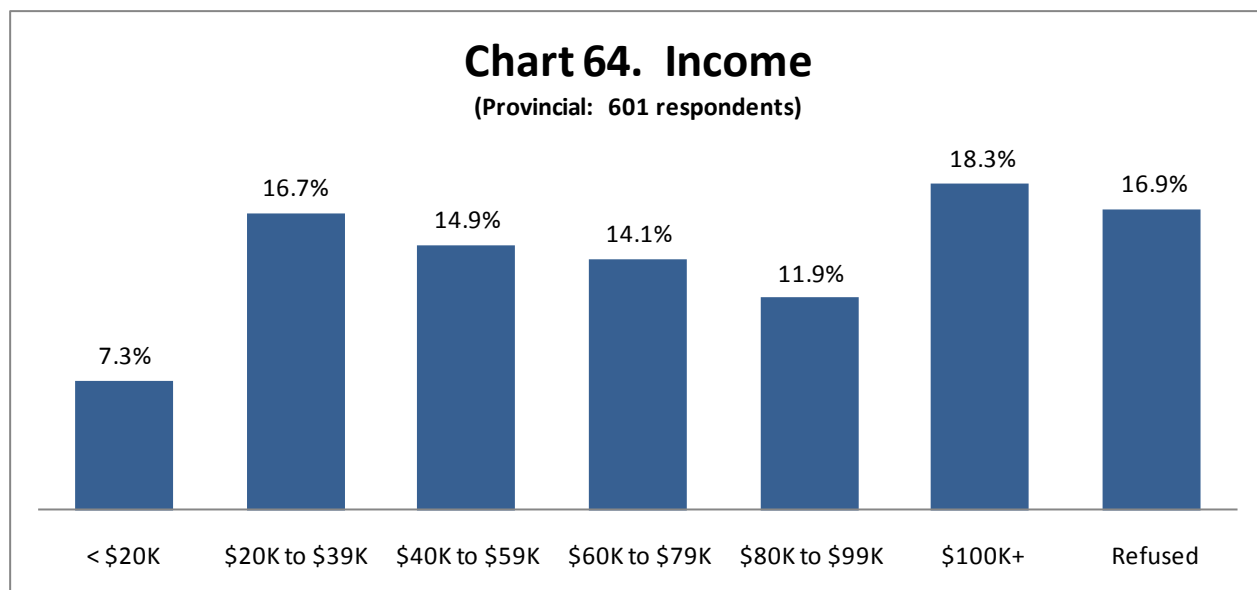
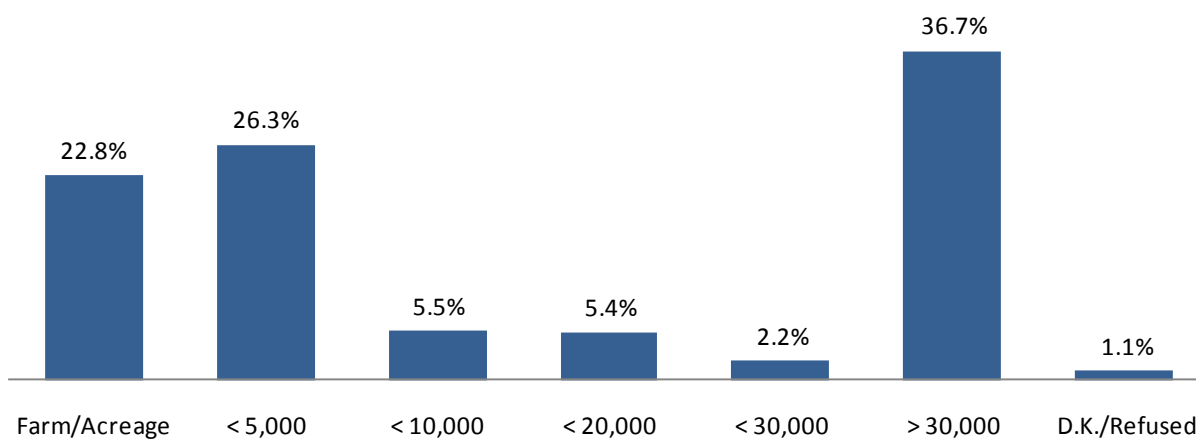
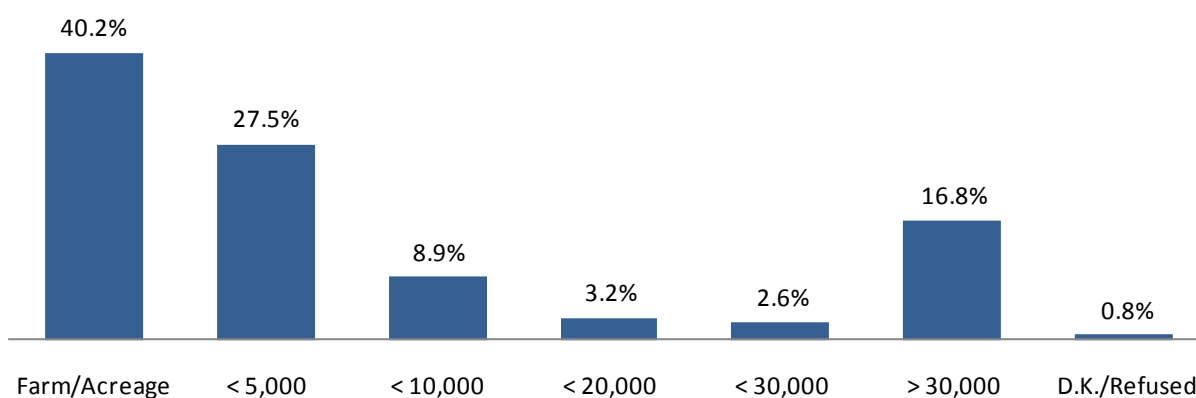


Chart 66. Community size

(Provincial: 601 respondents)

**Chart 67. Community size**

(Forest Fringe: 293 respondents)



APPENDIX. SURVEY QUESTIONNAIRE

Fire Awareness Survey Fall 2008

INTRODUCTION

Hello, my name is _____, and I'm calling from _____, a professional public opinion research company. We are not selling anything. Today we're conducting a survey among Saskatchewan residents about wildfires and fire safety. For the purpose of this survey I need to speak to a person living in your household who is 18 or over and is a Canadian citizen. Would that be you?

1. YES - Continue
2. NO - Ask for someone who qualifies

Do you or does anyone else in your household work for a market research company, an advertising agency, a radio station, a television station or a newspaper?

1. YES - Thank and terminate
2. No - Continue

Would you have about 8 minutes to complete the survey now?

1. Yes - Continue
2. No - Ask for a better time to call back

How often would you or your family use fire in **northern or central Saskatchewan** as part of your recreational, work, residence or seasonal cleanup activities?

READ LIST. MARK ONE RESPONSE ONLY

- | | | |
|------------------------------------|---|-----------|
| Never..... | 1 | See Below |
| Less than Once a Year..... | 2 | |
| Once a Year..... | 3 | |
| More than Once a Year..... | 4 | |
| DO NOT READ | | |
| Other (Please Specify: _____)..... | 5 | |
| Don't Know/Refused..... | 6 | See Below |

If respond 1 or 6 above say:

"I'm sorry, but we're just interviewing people who use fire for various activities in these regions of the province. Thank you very much for your time."

SECTION A: Recreational Use

A1. Do you build **Campfires**?

- | | | |
|-------------------------|---|----------|
| Yes..... | 1 | Go to A2 |
| No..... | 2 | Go to B1 |
| Don't Know/Refused..... | 3 | Go to B1 |

A2. What do you do to ensure your campfire is *Safe*?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Anything else you do?'
RECORD UP TO THREE RESPONSES

Build Fire in Existing Barbeques/Fire Pits	1
Build Fire on Dirt/Sand/Rocks	2
Clear Away Burnable Material/Clear Away Debris.....	3
Keep Fire Small.....	4
Keep Fire in Sight/Watch Fire	5
Keep Water Handy	6
Keep Shovel Handy	7
Other (Please Specify: _____)	8
Don't Know/Refused	9

A3. What do you do to ensure your campfire is *Out*?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Anything else you do?'
RECORD UP TO THREE RESPONSES

Bury/Cover Fire with Dirt/Sand.....	1
Check Coals for Heat	2
Drown Fire in Water	3
Float and Stir Coals.....	4
Watch until Fire is Out.....	5
Other (Please Specify: _____)	6
Don't Know/Refused	7

SECTION B: Constructive Use**B1. Do you use fire in northern or central Saskatchewan for *any* of the following reasons: to clean up around a cottage; to clean up around a residence; for activities related to your work?**

DO NOT READ LIST. MARK ONE RESPONSE ONLY

Cottage.....	1	Go to B2
Residence	2	Go to B2
Work	3	Go to B2
More than One of Above	4	Go to B2
None.....	5	Go to C1
Don't Know/Refused	6	Go to C1

B2. Can you tell me where Provincial Burning Permits are required?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Anywhere else you would mention?' RECORD UP TO THREE RESPONSES

Cities/Towns.....	1
Central/Northern Saskatchewan	2
Near Forest (General)	3
Parks	4
Province-wide.....	5
Within 4.5 Kilometres/3 Miles of Provincial Forest.....	6
Other (Please Specify: _____)	7
Don't Know/Refused	8

B3. Can you tell me what time of year Provincial Burning Permits are required?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Any other time of year?' RECORD UP TO THREE RESPONSES

April 1-October 31	1
Fall.....	2
Spring	3
Summer.....	4
When Fire Risk High	5
Year Round	6
Other (Please Specify: _____)	7
Don't know/Refused	8

B4. Can you tell me what agency issues Burning Permits?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Any other agency you would mention?' RECORD UP TO THREE RESPONSES

DNR.....	1
Federal Government	2
Fire Department	3
Fire Management/Forest Protection Branch	4
Local Government/Municipal Government/RM	5
Provincial Government.....	6
Ministry of Environment.....	7
SERM	8
Other (Please Specify: _____)	9
Don't Know/Refused	10

SECTION C: Wildland Property

C1. Do you have a cottage, residence or business in or near forested lands in central or northern Saskatchewan?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

Yes	1	Go to C2
No	2	Go to D1
Don't Know/Refused	3	Go to D1

C2. Do you have your property insured against loss from wildfire?

- Yes, all Property is Insured 1
 Yes, Some Property is Insured 2
 No 3
 Don't Know/Refused 4

C3. Have you seen or heard any information recently about how to protect your property or business from the risk of wildfire?**DO NOT READ LIST. MARK ONE RESPONSE ONLY**

- Yes 1 **Go to C4**
 No 2 **Go to C8**
 Don't Know/Refused 3 **Go to C8**

C4. And can you recall where you saw or heard those this information?**DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Anywhere else you might have seen or heard these news reports?' RECORD UP TO THREE RESPONSES**

- Community Newspaper 1
 Daily Newspaper 2
 Radio 3
 Television 4
 Website 5
 Other (Please Specify: _____) 6
 Don't Know/Refused 7

C5. Have you seen or heard any advertisements recently about how to protect your property or business from the risk of wildfires?**DO NOT READ LIST. MARK ONE RESPONSE ONLY**

- Yes 1 **Go to C6**
 No 2 **Go to C7**
 Don't Know/Refused 3 **Go to C7**

C6. Can you recall where you saw or heard these advertisements?**DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Anywhere else you might have seen or heard these ads?' RECORD UP TO THREE RESPONSES**

- Billboards 1
 Signs 2
 Brochures 3
 Community Newspaper 4
 Daily Newspaper 5
 Mail/Mailings 6
 Posters 7
 Radio 8
 Television 9
 Website 10
 Other (Please Specify: _____) 11
 Don't Know/Refused 12

C7. Have you seen or heard information recently about protecting your property or business from the risk of wildfires, from **other sources** besides advertisements? And if so, what was this other source of information?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

- No 1
 Don't Know/Refused 2

 DNR..... 3
 Federal Government 4
 Insurance Company 5
 Local Government/Municipality/RM 6
 Provincial Government..... 7
 Saskatchewan Ministry of Environment 8
 SERM 9
 Word of Mouth..... 10
 Other (Please Specify: _____) 11

C8. Have you taken any steps to **reduce the risk** of wildfire to your property or business? And if so, what steps have you taken?

DO NOT READ LIST. IF RESPONDS 'YES', MARK ALL RESPONSES THAT APPLY. PROMPT: 'Any other steps you've taken?' RECORD UP TO THREE RESPONSES

- No 1
 Don't Know/Refused 2

 Build Fire Breaks/Fire Guards 3
 Clear Brush/Debris 4
 Fire Extinguishers Handy 5
 More Careful when Burning 6
 Roof Sprinkler System Installed 7
 Smoke Detectors Installed 8
 Water Handy 9
 Other (Please Specify: _____) 10

SECTION D: General

D1. When lighting a fire for purposes such as campfires, burning waste material or burning stubble, what **conditions** do you take into consideration?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Any others you would mention?' RECORD UP TO THREE RESPONSES

Fire Breaks	1
Fire Hazard Level	2
Nearby Buildings/Structures	3
Nearby Residents	4
Relative Humidity	5
Soil Moisture Level	6
Temperature	7
Time of Day	8
Weather Conditions	9
Wind Direction	10
Wind Speed	11
Other (Please Specify: _____)	12
Don't Know/Refused	13

D2. Can you tell me who is **responsible** for the costs of putting out a wildfire caused by humans?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Any others you would mention?' RECORD UP TO THREE RESPONSES

DNR	1
Federal Government	2
Local Government/City/Municipality/RM	3
Property Owner	4
Provincial Government	5
Saskatchewan Ministry of Environment	6
SERM	7
Whoever Starts It	8
Other (Please Specify: _____)	9
Don't Know/Refused	10

D3. If you came upon a wildfire, what would you do **First**?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

Evacuate/Find Safety/Get Away	1	Go to D5
Get/Go for Help	2	Go to D5
Report It	3	Go to D4
Try to put it Out/Try to stop It	4	Go to D5
Warn Others	5	Go to D5
Other (Please Specify: _____)	6	Go to D5
Don't Know/Refused	7	Go to D5

D4. And to whom would you **report** a wildfire?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

DNR.....	1
Emergency	2
Federal Government	3
Fire Department	4
9-1-1	5
Police Department/RCMP	6
Provincial Government.....	7
Saskatchewan Ministry of Environment.....	8
SERM.....	9
Other (Please Specify: _____)	10
Don't Know/Refused	11

D5. Is there **anything else** you would do if you came upon a wildfire?

DO NOT READ LIST. MARK ONE RESPONSE ONLY (Different from that given in D3)

Evacuate/Find Safety/Get Away	1
Get/Go for Help	2
Report It.....	3
Try to put it Out/Try to stop It.....	4
Warn Others.....	5
Other (Please Specify: _____)	6
Don't know/Refused	7

SECTION E: Wildfire Information

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

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Any other places you would go to get this kind of information?' RECORD UP TO THREE RESPONSES

DNR.....	1
Federal Government	2
Fire Department	3
Forest Management and Protection Branch	4
Local Government/Municipality/RM	5
Parks	6
Provincial Government.....	7
Saskatchewan Ministry of Environment.....	8
SERM.....	9
Website	10
Other (Please Specify: _____)	11
Don't Know/Refused	12

E2. In the past year, do you recall seeing or hearing any information about **wildfire safety** in general?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

Yes	1	Go to E3
No.....	2	Go to E8
Don't Know/Refused	3	Go to E8

E3. And can you recall where you saw or heard this information?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Anywhere else you might have seen or heard these news reports?' RECORD UP TO THREE RESPONSES

Community Newspaper	1
Daily Newspaper	2
Radio	3
Television	4
Website	5
Other (Please Specify: _____)	6
Don't Know/Refused	7

E4. In the past year, do you recall seeing or hearing any **advertisements** about **wildfire safety** in general?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

Yes	1	Go to E5
No	2	Go to E7
Don't Know/Refused	3	Go to E7

E5. Can you recall where you saw or heard these **advertisements**?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: 'Anywhere else you might have seen or heard these advertisements?' RECORD UP TO THREE RESPONSES

Billboards	1
Signage	2
Brochures	3
Community Newspaper	4
Daily Newspaper	5
Mail/Mailings	6
Posters	7
Radio	8
Television	9
Website	10
Other (Please Specify: _____)	11
Don't Know/Refused	12

E6. Can you recall the specific **message** or **theme** of these advertisements about wildfire safety?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

Be Fire Smart...Don't Let Your Fire Go Wild	1
Be Prepared...Don't Let Your Fire Go Wild	2
Float and Stir Your Coals	3
It Only Takes a Spark to Start a Fire	4
Keep Water and a Shovel Handy	5
I Really Thought It Was Out	6
I Didn't Think It Was That Windy	7
More Than My Lunch Got Cooked	8
Most Fires Are Caused By Humans	9
Our Forests are Our Children's Future	10
The Grass was Dry and the Muffler was Hot	11
Untreated Cedar Shakes	12
Can't Recall	13
Other [Please Specify: _____]	14
Don't Know/Refused	15

E7. In the past year, did you see or hear general information about *wildfire safety* from **some other Sources besides advertisements**? And if so, what was that **other source of information**?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

- No 1
- Don't Know/Refused 2
- DNR..... 3
- Federal Government 4
- Insurance Company 5
- Local Government/Municipality/RM 6
- Provincial Government..... 7
- Saskatchewan Environment..... 8
- SERM 9
- Word of Mouth 10
- Other (Please Specify: _____) 11

E8. In the past year, do you recall seeing or hearing either of the following fire awareness messages from Saskatchewan Environment: **"Be prepared...Don't let your fire go wild"** or **"Be Fire Smart...Don't Let your fire go wild"**

DO NOT READ LIST. MARK ONE RESPONSE ONLY

- Yes 1 Go to E9
- No 2 Go to E10
- Don't Know/Refused 3 Go to E10

E9. Can you recall **where** you saw or heard this Saskatchewan Environment message?

DO NOT READ LIST. MARK ALL RESPONSES THAT APPLY. PROMPT: *'Anywhere else you might have seen or heard this message?'* RECORD UP TO THREE RESPONSES

- Billboards 1
- Brochures 2
- Community Newspaper 3
- Daily Newspaper 4
- Mail/Mailings 5
- Posters 6
- Radio 7
- Television 8
- Website 9
- Other (Please Specify: _____) 10
- Don't Know/Refused 11

E10. Now I'd like to ask you about a **series of television advertisements** you might have seen at some point in the past few months. The advertisements all opened with the words *"You never know when a wildfire can strike"*, and then went on to give viewers safety tips about how to control fire in burning barrels, fire pits, campfires or stubble fields. In each of the advertisements a man came on screen to talk about how to handle each type of fire safely, and then he would encourage viewers to learn more by visiting a Saskatchewan Environment Forest Protection Office or the department's website. Each advertisement would end with the words: *"Be Fire Smart...don't let your fire go wild"*. Do you recall seeing any of these television advertisements in the past few months?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

- Yes 1
- No 2
- Don't Know/Refused 3

E11. Have you or anyone in your household used **Saskatchewan Environment's Website** for information about wildfires?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

Yes 1
 No 2
 Don't Know/Refused 3

E12. What type of fire education information would you like to see in **Saskatchewan Environment's Wildfire Website**?

DO NOT READ LIST. MARK ONE RESPONSE ONLY

Yes 1
 No 2
 Don't Know/Refused 3

SECTION F: Demographics

F1 RECORD GENDER (**DO NOT READ**)

Male 1
 Female 2

F2 Please stop me when I come to the category in which your **age** falls...

18 to 24 1
 25 to 34 2
 35 to 44 3
 45 to 54 4
 55 to 64 5
 65 + 6
 Don't Know/Refused 7

F3 Does your home have **High-Speed Internet** access?

Yes 1
 No 2
DO NOT READ
 Don't Know/Refused 3

F4 Please stop me when I come to the category in which your total household income, before taxes, falls...

Less than \$20,000	1
\$20,000 to \$39,999	2
\$40,000 to \$59,999	3
\$60,000 to \$79,999	4
\$80,000 to \$99,999	5
\$100,000 or More	6
DO NOT READ	
Don't Know/Refused.....	7

F5 Which of the following best describes where you live?

Farm/Acreage	1
Community under 5,000 Population.....	2
Community under 10,000 Population.....	3
Community under 20,000 Population.....	4
Community under 30,000 Population.....	5
Community of more than 30,000 Population.....	6
DO NOT READ	
Don't Know/Refused.....	7

F6 With respect to your **principal residence**, can you please give me the **first three digits** of your home's postal code?

--

F7 **Region.** **Record location from call sheet.**

1	
2	
3	
4	
5	

That is all the questions I had. Thank you very much for participating in our survey. Have a good day/evening!