



## **FACT SHEET**

### **2006 DURACELL FIRE SAFETY STUDY –Summary of Results–**

#### **Summer fun before safety**

- One in five Canadians say gardening and landscaping is the first summer activity they plan for as the warm weather approaches. Those in Manitoba and Saskatchewan are the most likely to focus on this.
- One in 10 people said that when it comes to summer activities, vacation planning is the first item they check off their lists. Residents of B.C. are more likely than any other region to say this.
- More than one third of Canadians have started planning their gardening or summer vacations, and one quarter are planning home renovations or cleaning out the garage.
- Unfortunately, only 17% have planned a home fire escape route and only 12% have made plans to hold a fire drill with their families.
- Gardening is twice as popular as devising a home fire escape plan this summer, and it's three times more popular than planning a home fire drill.
- Those in Atlantic Canada and Quebec are more likely than any other region to have started planning their home fire escape routes or home fire drills.
- Fire safety planning was more common among men than women (31% vs. 28%).

#### **Thinking about summer safety**

- One in five Canadians plan for safety when it comes to barbecuing, more than any other summer activity. This is still dangerously low.
- Only three percent said they safely prepare for using fireworks.
- Camping, biking and swimming all tied for the second most common activity that prompts Canadians to think safety first!

#### **Fire escape emergency planning**

- 70% of Canadians have never practiced a fire drill over the past year; an improvement over 2005 (was 78%).
- B.C. residents are more likely than any other region to have never practiced a drill, as are younger Canadians (ages 18-29).
- Only one in 10 people have practiced a drill at least once in the past year.
- Ontarians practiced drills the most – 21% have practiced a drill more than twice in the past year (vs. 16% national average).
- A whopping 69% of Canadians admitted that they haven't developed a home fire escape plan. This is significantly higher than last year (was 41%).
- Those in Atlantic Canada are more likely than any other region to have developed a plan (36% vs. national average 30%). Quebecers were the least likely; 74% do not have an escape plan.

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### **Properly protected**

- The majority of Canadians (86%) have fire alarms installed in the correct areas of their homes, outside the bedrooms.
- The majority of Ontarians are compliant with the new fire legislation effective March 1, 2006 – 91% have fire alarms installed outside bedrooms.
- But, 1 in 10 Ontarians don't have smoke alarms installed on each level of the house, also required by the new fire code.
- Surprisingly, 6% of Alberta residents and 5% of B.C. residents don't have fire alarms!

### **Smoking out “smoke detector” use**

- Two-thirds of respondents have replaced their fire alarms, an improvement over last year (was 56%).
- One-third has not replaced their fire alarms in the past 10 years, a 14% improvement since last year.
- Ontario residents are the most likely to have newer fire alarms and those in Alberta have the oldest.
- Canadians 50 years old and over are the most likely to have newer alarms.
- 27% of Canadians tested their fire alarms once in the past year. Residents in Atlantic Canada have the highest testing incidence (41%).
- 8% have never tested their fire alarms; Manitoba/Saskatchewan (10%) and Alberta (13%) residents are the most guilty of this.

### **Battery-powered**

- Only 25% of Canadians have changed the batteries in their fire alarms every six months as recommended by the Canada Safety Council, down from 29% last year.
- Atlantic Canada residents were the most likely to remember to change their batteries (32%), with Ontario following in a close second (31%).
- One-third of respondents have changed the batteries once in the past year.
- 19% have never changed the batteries in their alarms in the past year.
- One in four Canadians have removed the batteries from their alarms for a reason other than to replace old batteries. Albertans are the most guilty of this (31%).
- Slightly more women than men have removed the batteries to silence the alarm (26% vs. 23%).
- Younger Canadians are more likely than those 30+ to have removed batteries to silence the alarm or to use them in other electronic devices.

The survey, commissioned by Duracell and the Canada Safety Council, was conducted by Maritz Research, an independent, non-partisan survey research firm. The survey was conducted on April 13 to 22, 2006 across Canada by telephone among a representative sample of 1,000 Canadians, eighteen years of age and older. The results are accurate to within +/- 3.10 % 19 times out of 20.

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