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THE TOWN OF HALTON HILLS
FIREWORK RESIDENT SURVEY - TELEPHONE



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INTRO

Good morning/afternoon/evening. My name is (_____) and I'm calling from Forum Research. The Town of Halton Hills has commissioned us to conduct a short survey of residents to gather insights into your opinions regarding consumer/family fireworks, to help inform the decision-making process to regulate the sale and use of consumer/family fireworks.

All your responses will be kept anonymous, confidential, and used for research purposes only.

(IF YES) Thank you. (CONTINUE)

(IF NO) When is a better time for me to call back? (SCHEDULE CALL APPOINTMENT)

(IF REFUSED) Thank and terminate.

PERSUADERS (IF NECESSARY):

[IF NECESSARY, READ: This is not an attempt to sell anything – you have been chosen at random to obtain your opinions and input. Your opinions are important. Your responses will be kept strictly confidential and used for statistical purposes only. Individual participants in the survey will not be identified in any way.]

[HOW LONG IS THE SURVEY? The survey is about 6 minutes in length, depending on your answers.]

[WHAT IS THE SURVEY ABOUT? The survey is about your thoughts and ideas on the Town's Fireworks By-Laws.]

[IS THE SURVEY LEGIT? If you have any concerns about the legitimacy of the survey, you may visit their website at <https://www.haltonhillstoday.ca/local-news/fireworks-ban-phone-survey-coming-next-month-for-halton-hills-residents-9251091> to get more information on the telephone survey.]

SCREENERS

S1. First, are you 18 years of age or older?

1. Yes
2. No [T1]

S2. And are you currently a resident of Halton Hills?

1. Yes
2. No [T1]

[T1] Unfortunately, you do not qualify for this survey. Thank you very much for your time.

USAGE & AWARENESS

1. Are you aware that the Town of Halton Hills has a fireworks by-law that regulates the purchase and discharge of consumer/family fireworks?
 1. Yes
 2. No

2. Are you aware that a permit is required to set off fireworks at any time, other than on Victoria Day, Canada Day, Lunar New Year, Diwali and New Year's Eve?
 1. Yes
 2. No

3. Within the past year, have you...

[RANDOMIZE ROWS - LOCK B AND C TOGETHER]	Yes	No	Don't know/ Not sure [Do not read]
A. Purchased and/or used consumer/family fireworks?			
B. Attended a consumer/family fireworks event, such as a backyard gathering, or cultural celebration?			
C. Attended a public fireworks display in Halton Hills (e.g., Canada Day)?			

CONCERNS AND ISSUES

4. How concerned are you about the use of consumer/family fireworks in Halton Hills?
 1. Very concerned
 2. Somewhat concerned
 3. Not very concerned
 4. Not concerned at all

5. **[ASK IF Q4≠4]** What is, or are, your primary concern(s) regarding the use of consumer/family fireworks?
[DO NOT READ LIST; MULTIMENTION UP TO 3] [MULTISELECT; UP TO 3]
 1. Noise pollution
 2. Air pollution
 3. Fire hazards
 4. Personal Safety / Injury concerns
 5. Effects on vulnerable people
 6. Disturbance to pets and wildlife
 7. Debris
 8. Irresponsible use
 50. Other, please specify **[OPEN]**
 98. Not sure **[EXCLUSIVE]**

PREFERENCE FOR REGULATION

6. Which of the following would you most support? **[RANDOMIZE]**
 1. A complete ban on the sale and use of consumer/family fireworks, with no change to public display type fireworks.
 2. No ban on the sale and use of consumer/family fireworks.

7. **[ASK IF 6=1]** Do you think the Town should increase enforcement and/or penalties to support the ban, even if this comes at an additional cost?
 1. Yes
 2. No

8. If the Town were not to ban the sale and use of consumer/family fireworks, how should the Town of Halton Hills increase rules and regulations on the current sale and use of consumer/family fireworks, if at all? Keep in mind these additional rules and regulations could come at additional taxpayer costs.

[DO NOT READ LIST; MULTIMENTION UP TO 3] [MULTISELECT; UP TO 3]

1. Increase by-law enforcement
2. Increase penalties for residents who break the rules
3. Limit number of days or times of use
4. Limit where fireworks can be used / designated places / safe places
5. Require permits / limit number of permits issued / make permit requirements more strict
6. Increase minimum age for purchase / use
7. Purchase should only come from legal / registered sellers
8. More strict rules on who can sell fireworks
9. Specify which cultural/religious celebrations where fireworks are permitted (increase awareness)
50. Other, please specify: **[OPEN]**
97. No increase to rules or regulations **[EXCLUSIVE]**
98. Not sure **[EXCLUSIVE]**

9. What would the impact on your life be, if anything, if consumer/family fireworks were banned?

[DO NOT READ LIST; MULTIMENTION UP TO 3] [MULTISELECT; UP TO 3]

[Code options 1-3 AND 97 as "NET: No impact/positive impact"

Code options 4-5 as "NET: Negative impact"

"Other specify" codes will be coded accordingly]

1. Beneficial for animals and wildlife
2. Beneficial for environment
3. Beneficial for health
4. Loss of enjoyment
5. Loss of family time/children impact
50. Other, please specify: **[OPEN]**
97. No impact **[EXCLUSIVE]**

DEMOGRAPHICS

INTROD. And finally, we just have a few more questions to help categorize your responses with those in your community.

D1. (AGE) Which of the following age categories do you belong to?

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 or older
99. Prefer not to say **[DO NOT READ]**

D2. (GENDER) How would you describe your gender? **[DO NOT READ LIST]**

1. Male
2. Female
3. Not listed, please specify: _____ **[OPEN]**
99. Prefer not to say

D3. (POSTAL CODE) What is your postal code?

[Open text field; INPUT FORMAT A#A#A#]

98. Not sure **[DO NOT READ]**
99. Prefer not to say **[DO NOT READ]**

D3b. [IF D3=99] Would you be willing to give just the first three digits of your postal code?

[Open text field; INPUT FORMAT A#A]

99. Prefer not to say **[DO NOT READ]**

THANK AND TERMINATE

Our survey is now concluded. For more information on the Town of Halton Hills by-laws, please visit letstalkhaltonhills.ca.

Thank you for sharing your thoughts and opinions. Have a good day/night.