

Fireworks Resident Survey Report

The Town of Halton Hills

September 2024



Table of Contents

Methodology	3
Reporting Considerations	4
<hr/>	
Key Findings	5
<hr/>	
Detailed Findings	7
1. Usage and Awareness	8
2. Concerns and Issues	11
3. Preference for Regulation	14
Demographics	18
<hr/>	

Methodology

Method	CATI (Computer Aided Telephone Interview)
Criteria for Participation	Residents of Town of Halton Hills who are 18 years of age or older
Sample Size	N = 450
Average Length	6.4 min
Margin of Error	±4.62%
Fieldwork Dates	Aug 6 th – 24 th
Additional Notes	Sample was drawn using random digit dialing (RDD) among Town of Halton Hills residents and a mix of landline and cell phone sample was used (60% cellphone / 40% landline). CATI results throughout this report have been statistically weighted by age and gender to ensure that the sample reflects the target population according to 2021 Census data.

Reporting Considerations

TOP3

Top 3 (TOP3) references the collected TOP3 positive responses, respectively where applicable. For example, a TOP3 grouping referred to as “concerned” may be the combined result of “very concerned”, “somewhat concerned”, and “not very concerned”.

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP3 groupings.

Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., “*What is, or are, your primary concern(s) regarding the use of consumer/family fireworks*”) it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question.

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes. It is important to point out that, statistical differences exist only between the segments mentioned in the notes.



Key Findings

Key Findings

Usage and Awareness

- 60% of the respondents are aware of the Town of Halton Hills' fireworks by-law, which regulates the purchase and discharge of consumer/family fireworks. Additionally, 57% of respondents are also aware that a permit is required for setting off fireworks outside of designated holidays such as Victoria Day, Canada Day, Lunar New Year, Diwali, and New Year's Eve. (Slide 9)
- In the past year, 33% of respondents have attended a public fireworks display in Halton Hills. Additionally, 19% have attended a consumer/family fireworks event, while 11% have purchased or used consumer/family fireworks themselves. (Slide 10)

Concerns and Issues

- When it comes to concerns about consumer/family fireworks in Halton Hills, 28% of respondents indicated they were not concerned at all. Meanwhile, nearly three-quarters of respondents (72%) expressed some level of concern. Of those, 34% citing personal safety or injury as their primary issue. Other significant concerns include noise pollution (23%), irresponsible use (21%), fire hazards (21%), and disturbances to pets and wildlife (21%). (Slide 12 & 13)

Preference for Regulation

- On regulation of fireworks, 40% of respondents are in favor of a complete ban on the sale and use of consumer/family fireworks. Among them, 82% believe that the Town should increase enforcement and/or penalties to support such a ban, even if it incurs additional costs. (Slide 15)
- If a ban is not implemented, 12% of respondents believe that increased by-law enforcement is necessary, while 9% each suggest increasing penalties for rule-breakers and/or limiting where fireworks can be used. (Slide 16)
- Anticipated impacts of a fireworks ban are mixed: 27% of respondents expect positive outcomes, particularly for animals and wildlife (10%), while 24% anticipate negative effects, primarily the loss of enjoyment (14%). Additionally, 62% of respondents indicated that a fireworks ban would have no impact on them. (Slide 17)



Detailed Findings



Usage and Awareness

Awareness of Current Fireworks Regulations

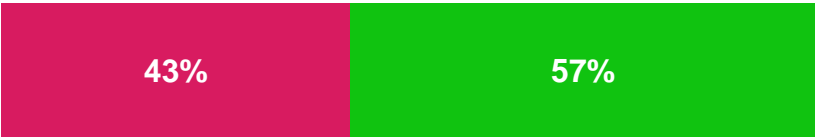
3 in 5 respondents (60%) are aware that the Town of Halton Hills has a fireworks by-law that regulates the purchases and discharge of consumer/family fireworks. A similar proportion of respondents (57%) are also aware that a permit is required to set off fireworks at any time, other than on Victoria Day, Canada Day, Lunar New Year, Diwali, and New Year's Eve.

Are you aware...

...that the Town of Halton Hills has a fireworks by-law that regulates the purchase and discharge of consumer/family fireworks?



...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?



■ No ■ Yes

- Respondents aged 35 and above (61%-69%) are significantly more likely to be aware that the Town of Halton Hills has a fireworks by-law that regulates the purchases and discharge of consumer/family fireworks compared to those aged 18 to 34 (47%).
- Respondents aged 35 to 54 (64%) are significantly more likely to be 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 compared to those aged 18 to 34 (49%).

Q1. Are you aware that the Town of Halton Hills has a fireworks by-law that regulates the purchase and discharge of consumer/family fireworks?
Q2. 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?

Sample Size: n=450
Base: All respondents

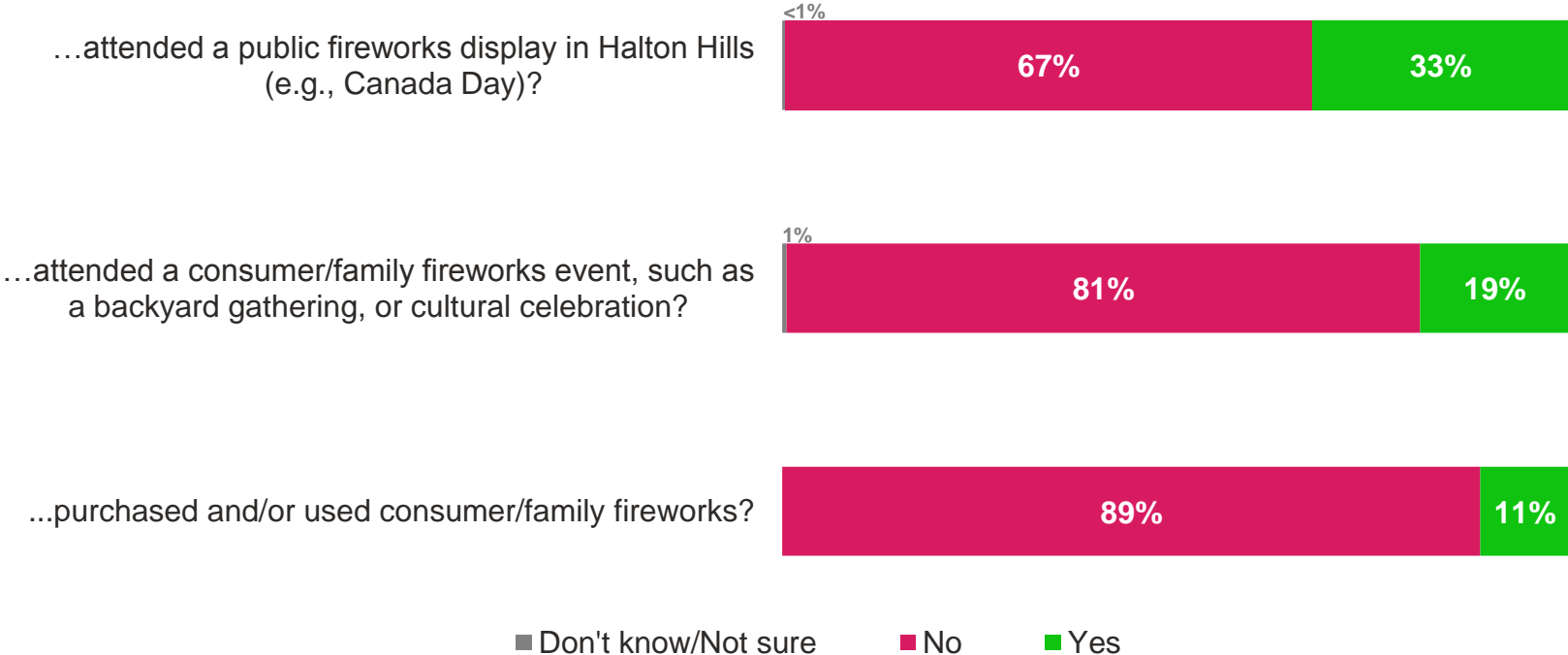


**FORUM
RESEARCH**

Fireworks-related Activities in the Past Year

In the past year, 1 in 3 respondents (33%) have attended a public fireworks display in Halton Hills. Additionally, 1 in 5 respondents (19%) have attended a consumer/family fireworks event while 1 in 10 respondents (11%) have purchased and/or used consumer/family fireworks.

Within the past year, have you...



- Respondents aged 18 to 54 (35%-45%) are significantly more likely to have attended a public fireworks display in Halton Hills in the past year compared to those aged 55 and above (24%).
- Meanwhile, the following demographic groups are significantly more likely to have attended a consumer/family fireworks event in the past year:
 - Those who are aged 18 to 34 (34%) compared to those who are 35 and above (12%-16%)
 - Male respondents (25%) compared to female respondents (13%)
- Lastly, the following demographic groups are significantly more likely to have purchased and/or used consumer/family fireworks in the past year:
 - Those who are aged 18 to 34 (21%) compared to those who are 35 and above (6%-11%)
 - Male respondents (17%) compared to female respondents (6%)

Q3. Within the past year, have you...
Sample Size: n=450
Base: All respondents



Concerns and Issues

Concerns About Fireworks in Halton Hills

When asked about their concerns about consumer/family fireworks in Halton Hills, 3 in 10 respondents (28%) were not concerned at all while the remaining respondents expressed at least some level of concern (TOP3: 72%).

**TOP3:
72%** of residents expressed at least some level of concern



■ Not concerned at all ■ Not very concerned ■ Somewhat concerned ■ Very concerned

- The following demographic groups were significantly more likely to express no concerns about the use of consumer/family fireworks in Halton Hills:
 - Respondents aged 18 to 34 (45%) compared to respondents aged 35 and above (21%-25%)
 - Male respondents (35%) compared to female respondents (22%)
 - Those who have purchased and/or used consumer/family fireworks in the past year (53%) compared to those who have not (25%)
 - Those who have attended a consumer/family fireworks event in the past year (46%) compared to those who have not (23%)
 - Those who have attended a public fireworks display in Halton Hills in the past year (40%) compared to those who have not (22%)
- On the other hand, those who are 35 years old and above (22%-32%), female (26%), have not purchased and/or used consumer/family fireworks in the past year (25%), have not attended a consumer/family fireworks event in the past year (26%), and have not attended a public fireworks display in Halton Hills in the past year (27%) are significantly more likely to be very concerned with the use of consumer/family fireworks in Halton Hills compared to their counterparts (8%, 18%, 7%, 11%, and 13% respectively).

Q4. How concerned are you about the use of consumer/family fireworks in Halton Hills?

Sample Size: n=450
Base: All respondents



FORUM RESEARCH

Resident Concerns Regarding Fireworks Use

Among those who expressed some level of concern regarding the use of consumer/family fireworks, around 1 in 3 respondents (34%) identified personal safety or injury as their primary concern, making it the most common issue cited. This is followed by noise pollution (23%), irresponsible use (21%), fire hazards (21%), and disturbance to pets and wildlife (21%).



Answer options with <5% of mentions have been hidden from the visualization

- Respondents aged 55 and above (44%) are significantly more likely to cite personal safety / injury concerns as their primary concern regarding the use of consumer/family fireworks in their community compared to respondents aged 18 to 54 (18%-30%). Additionally, female respondents (39%) are significantly more likely to voice the same primary concern regarding the use of consumer/family fireworks in their community compared to male respondents (26%).

Q5. What is, or are, your primary concern(s) regarding the use of consumer/family fireworks in your community? (Up to 3 answers accepted)

Sample Size: n=325

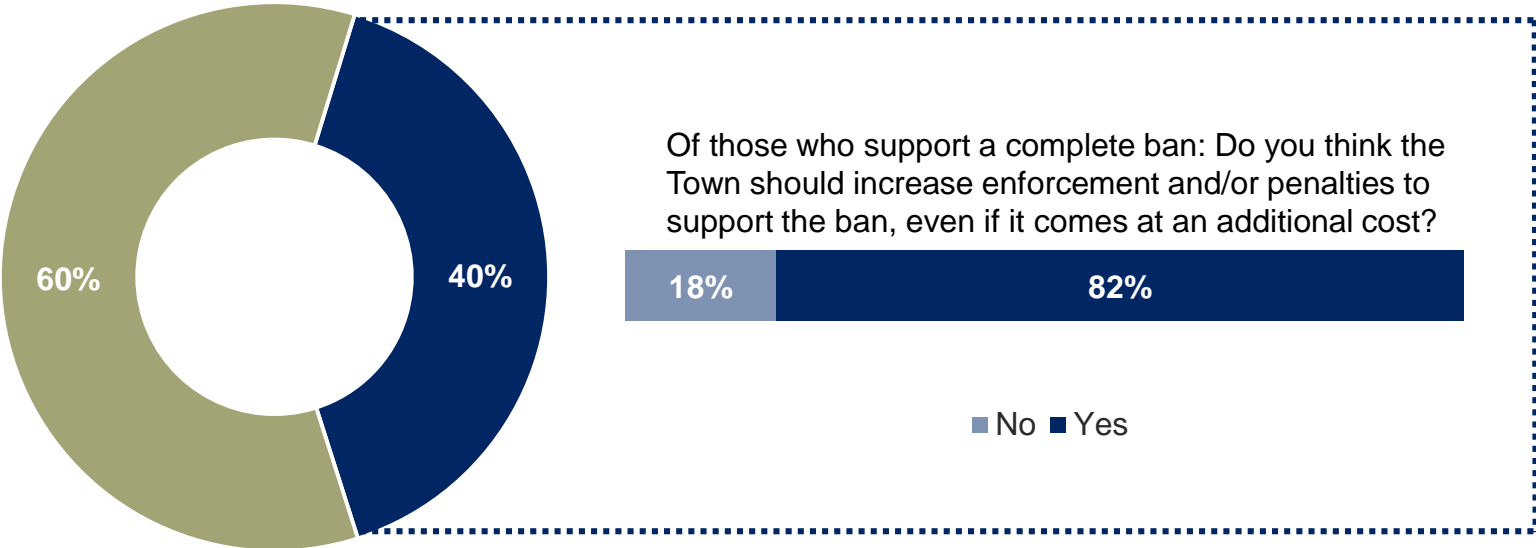
Base: Respondents who indicated they are very/somewhat/not very concerned in Q3, excludes respondents who indicated they are “not concerned at all”



Preference for Regulation

Consumer/Family Fireworks Regulation

In terms of regulation, 3 in 5 respondents (60%) would not support a ban on the sale and use of consumer/family fireworks while 2 in 5 respondents (40%) would support a complete ban on the sale and use of consumer/family fireworks. Of those who support a complete ban, 4 in 5 respondents (82%) think that the Town should increase enforcement and/or penalties to support the ban, even if it comes at an additional cost.



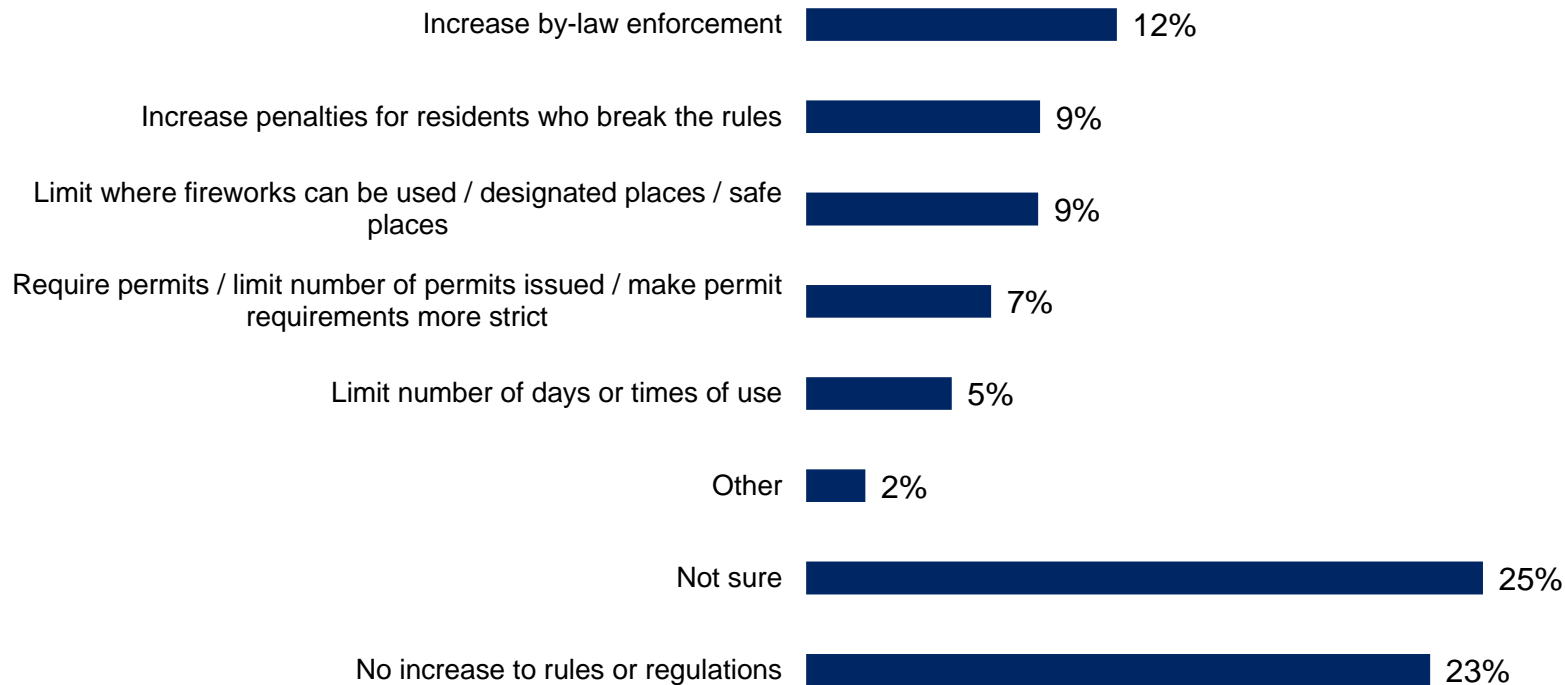
- No ban on the sale and use of consumer/family fireworks
- A complete ban on the sale and use of consumer/family fireworks for residents, with no change to public display type fireworks

- The following demographic groups are significantly more likely to support a complete ban on the sale and use of consumer/family fireworks for residents:
 - Respondents who are aged 55 and above (50%) compared to those aged 18 to 54 (28%-39%)
 - Female respondents (47%) compared to male respondents (33%)
 - Those who have not purchased and/or used consumer/family fireworks in the past year (45%) compared to those who have (5%)
 - Those who have not attended a consumer/family fireworks event in the past year (48%) compared to those who have (10%)
 - Those who have attended a public fireworks display in Halton Hills in the past year (49%) compared to those who have (23%)
- Of those who would support a complete ban on the sale and use of consumer/family fireworks for residents, male respondents (88%) are significantly more likely to think that the Town should increase enforcement and/or penalties to support the ban, even if it comes at an additional cost, compared to female respondents (76%).

Q6. Which of the following would you most support?
 Q7. Do you think the Town should increase enforcement and/or penalties to support the ban, even if this comes at an additional cost?
 Sample Size: Q6. n=450 | Q7. n=182
 Base: Q6. All respondents | Q7. Respondents who support a complete ban on the sale and use of consumer/family fireworks

Increase in Rules and Regulations on Fireworks

Although about 1 in 4 respondents (23%) stated that the Town should not increase rules or regulations on the current sale and use of consumer/family fireworks, 1 in 8 (12%) cited that an increase in by-law enforcement would be necessary if the Town were not to ban the sale and use of fireworks, making it the most common recommendation. This is followed by increasing penalties for residents who break the rules (9%) and limiting where fireworks can be used (9%).



Answer options with <5% of mentions have been hidden from the visualization

- The following demographic groups are significantly more likely to say that there is no need to increase rules or regulations if the Town were not to ban the sale and use of consumer/family fireworks:
 - Male respondents (34%) compared to female respondents (13%)
 - Those who have purchased and/or used consumer/family fireworks in the past year (53%) compared to those who have not (20%)
 - Those who have attended a consumer/family fireworks event in the past year (41%) compared to those who have not (19%)

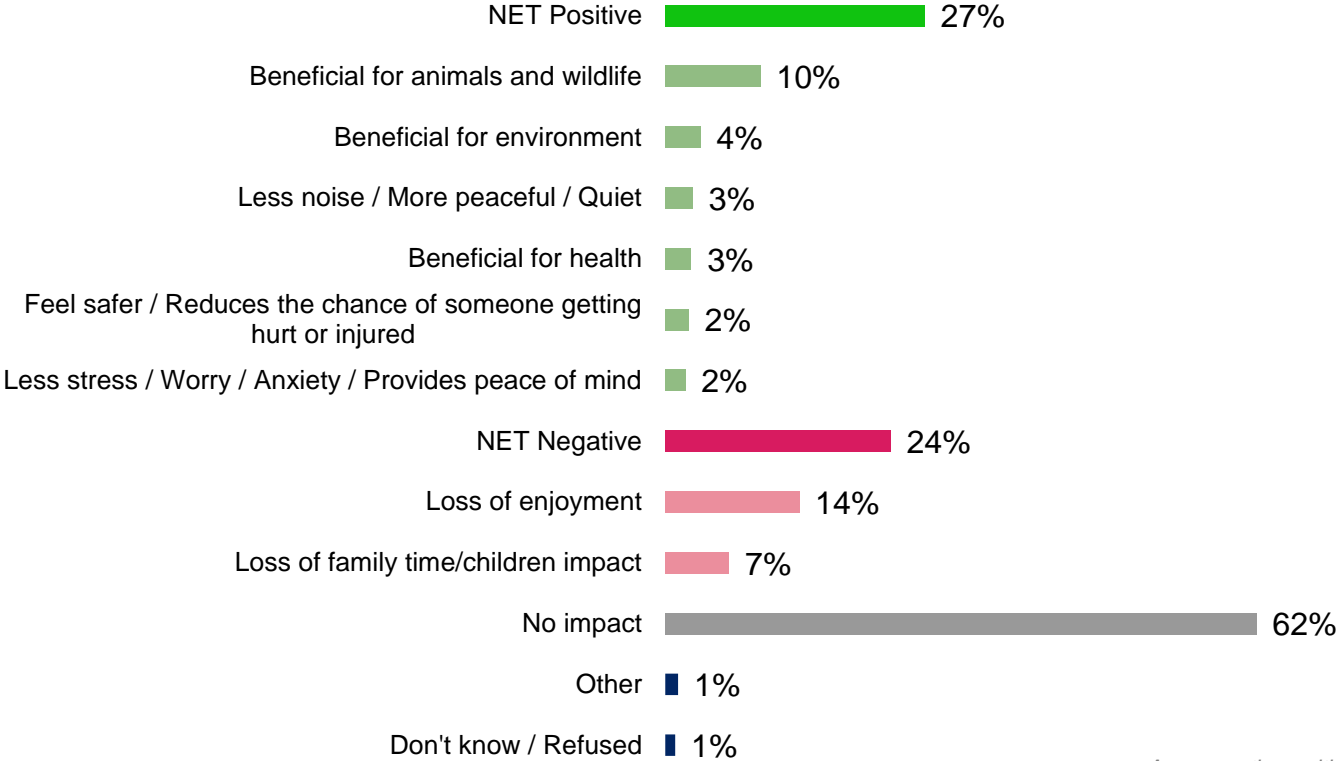
Q8. If the Town were not to ban the sale and use of consumer/family fireworks, how should the Town of Halton Hills increase rules and regulations on the current sale and use of consumer/family fireworks, if at all? Keep in mind these additional rules and regulations could come at additional taxpayer costs. (Up to 3 answers accepted)

Sample Size: n=450

Base: All respondents

Impact of Fireworks Ban

More than 1 in 4 respondents (NET Positive: 27%) anticipated positive impacts if fireworks were banned, with benefits for animals and wildlife being the most frequently mentioned (10%). On the other hand, a nearly similar proportion of respondents (NET Negative: 24%) expected negative impacts, with loss of enjoyment (14%) emerging as the most cited. Additionally, 3 in 5 respondents (62%) indicated that fireworks ban would have no impact on them.



Answer options with <2% of mentions have been hidden from the visualization

- Female respondents (14%), those who have not purchased and/or used consumer/family fireworks in the past year (11%), and those who have not attended a consumer/family fireworks event in the past year (12%) are significantly more likely to cite benefits for animals and wildlife as an anticipated impact if fireworks were banned compared to their counterparts (6%, 2%, and 3% respectively).
- On the other hand, the following demographic groups are significantly more likely to cite loss of enjoyment as an impact if fireworks were banned:
 - Respondents aged 18 to 54 (16%-24%) compared to those aged 55 and above (7%)
 - Male respondents (19%) compared to female respondents (10%)
 - Those who have purchased and/or used consumer/family fireworks in the past year (41%) compared to those who have not (11%)
 - Those who have attended a consumer/family fireworks event in the past year (34%) compared to those who have not (10%)

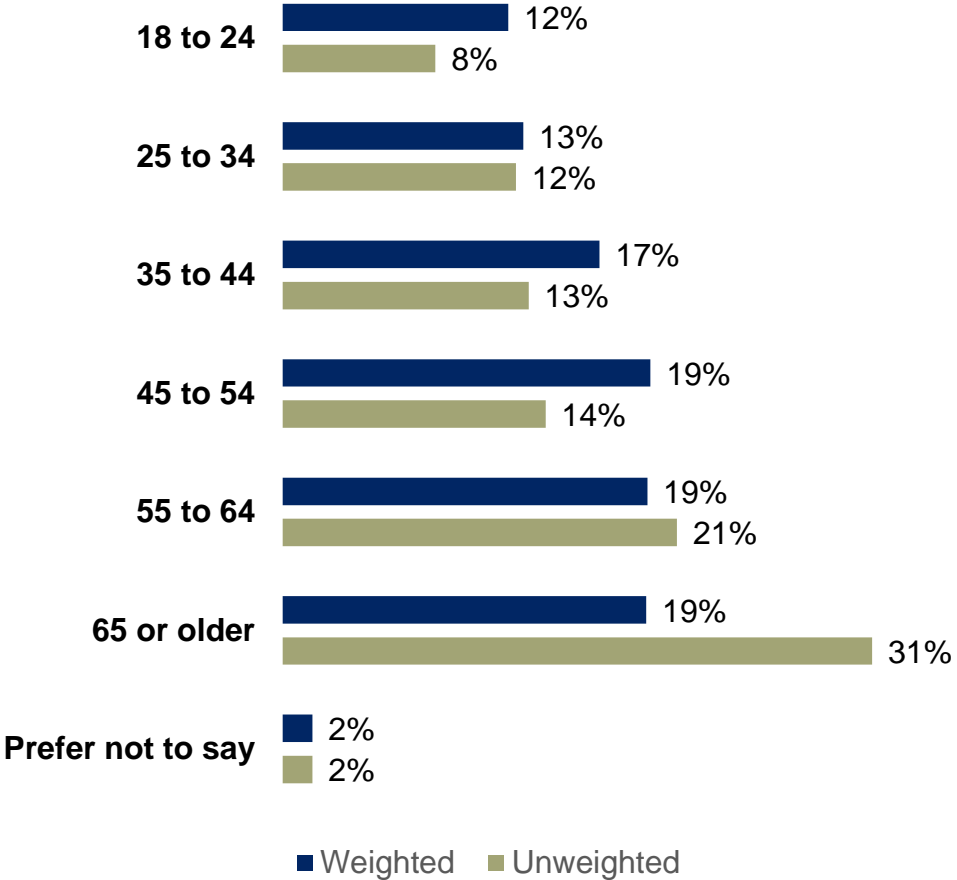
Q9. What would the impact on your life be, if anything, if consumer/family fireworks were banned? (Up to 3 answers accepted)

Sample Size: n=450
Base: All respondents



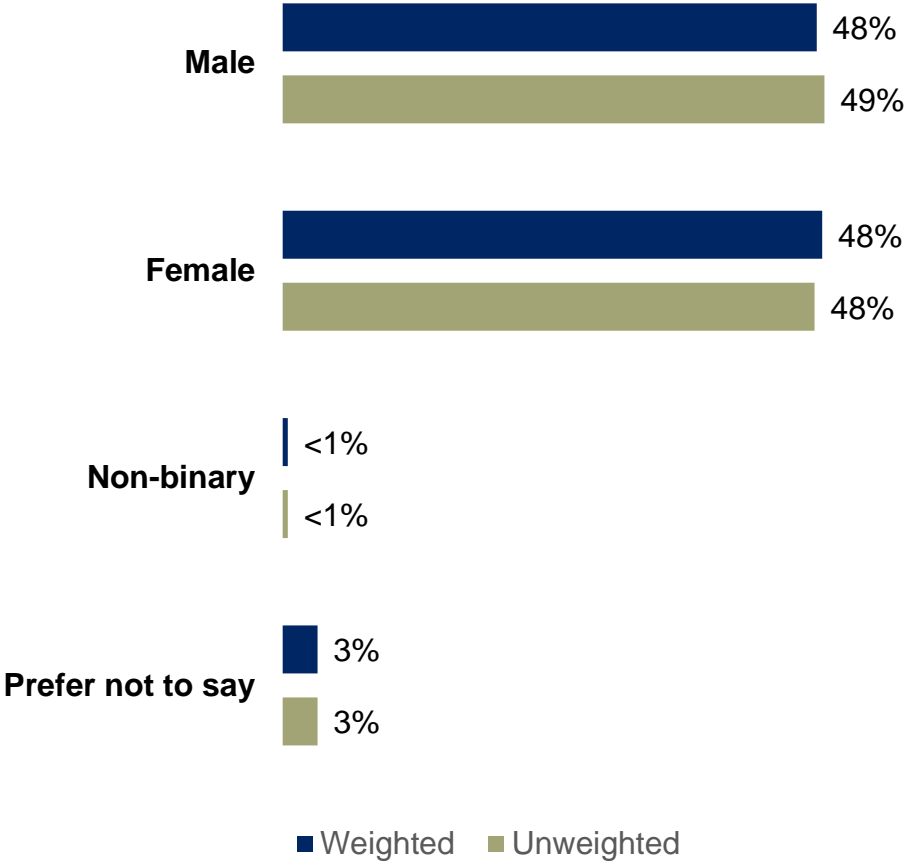
Demographics

Respondent Profile - Age



D1. Which of the following age categories do you belong to?
Sample Size: n=450
Base: All respondents

Respondent Profile - Gender

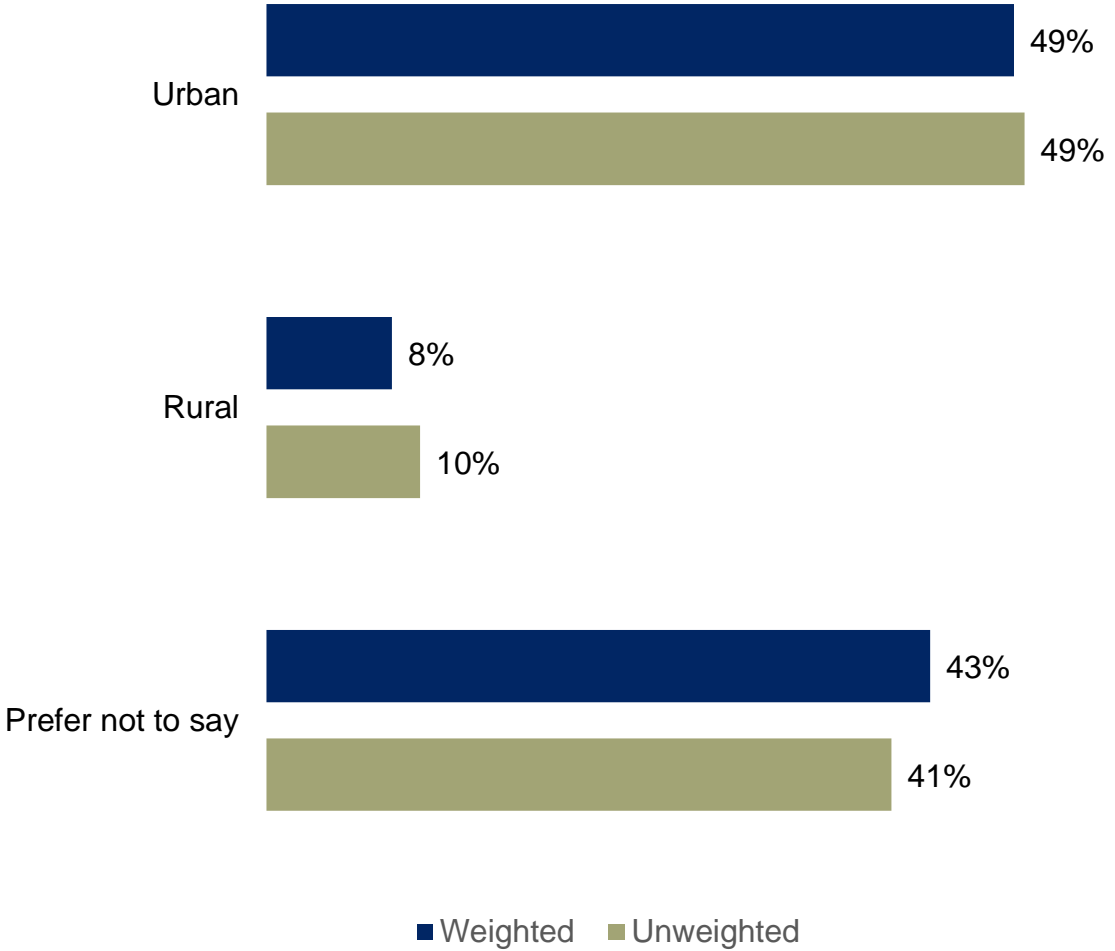
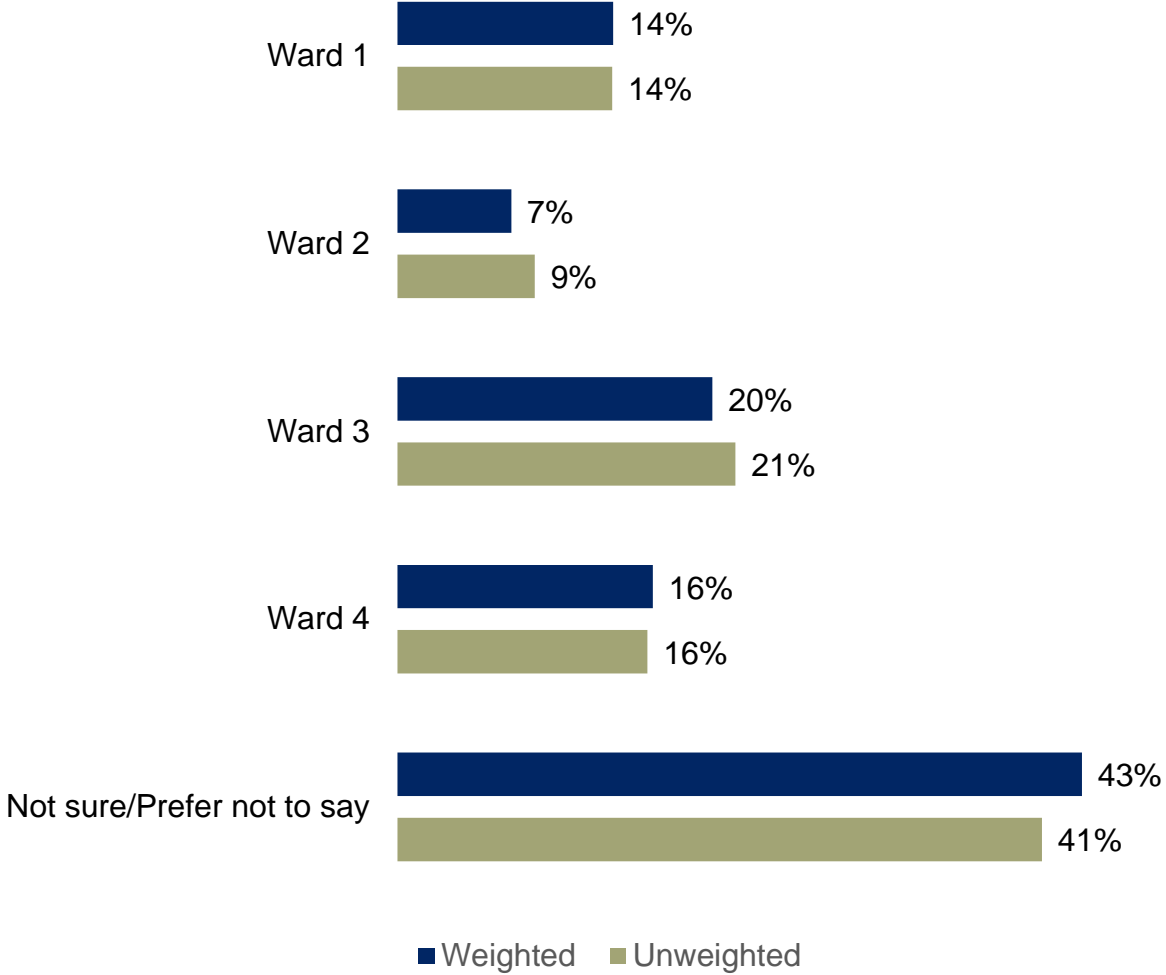


D2. How would you describe your gender?
Sample Size: n=450
Base: All respondents



FORUM RESEARCH

Respondent Profile - Area



D3/D3B. What is your postal code? | Would you be willing to give just the first three digits of your postal code?
 Sample Size: n=450
 Base: All respondents