

Firework By-law Resident Survey

Quantitative Report

Town of Oakville

September 2024



Appendix C



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Methodology

Method	Telephone (Random Digit Dialing) and Online (Open-Link)
Criteria for Participation	Residents of Oakville who are 18 years of age or older
Sample Size	Telephone: 401 / Online: 1,832
Average Length	Telephone: 6.3 min / Online: 4.1 min
Margin of Error*	Telephone: $\pm 4.89\%$ / Online: Not applicable
Fieldwork Dates	May 24 th – June 4 th (Telephone) / June 21 st (Online), 2024

*Margin of error represents the range within which the true population value is expected to fall, based on the sample data collected. For example, with a value of 60%, this means the true value in the population is likely between 55.11% and 64.89%, 19 times out of 20.

Reporting Considerations

Telephone Vs Online Data Collection

Telephone sample was drawn using random digit dialing (RDD) among Town of Oakville residents and a mix of landline and cell phone sample was used (60% cellphone / 40% landline).

Telephone 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.

Online data was collected through an open link hosted on the Town of Oakville's website. The sample from the online data consists of only self-selected respondents, who have chosen to take part in the survey on their own accord, and all having computer access and internet connection. Due to this fact, online data is reported separately as it is affected by self-selection bias and cannot be representative of Oakville demographics.

Throughout this report, there are notable differences between the telephone and online respondents surveyed. Differences could be due to varying perceptions between the two groups, which might be influenced by the mode of survey administration and the type of respondents each method attracts.

Online respondents might be more critical or skeptical because they could be more engaged with this topic, attracting individuals with stronger opinions, possibly those who have had negative experiences with fireworks in their neighborhood.

Telephone respondents represent the general population and thus the results may be more balanced in comparison to the online.

Overall, the disparity in responses throughout the report might be rooted in the difference in respondent engagement, exposure to information, and inherent biases linked to the survey method.

Speculations regarding the differences between the telephone and online results are noted on the relevant slides; however, please note that these interpretations may not fully capture the true situation or account for all variables.

Reporting Considerations (cont'd)

TOP2 / BTM2

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “concerned” may be the combined result of “very concerned” and “somewhat concerned,” where a grouping of “not concerned” (BTM2) may be the combined result of “not very concerned” and “not concerned at all”.

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 TOP2 and BTM2 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 in your community?*”) 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.



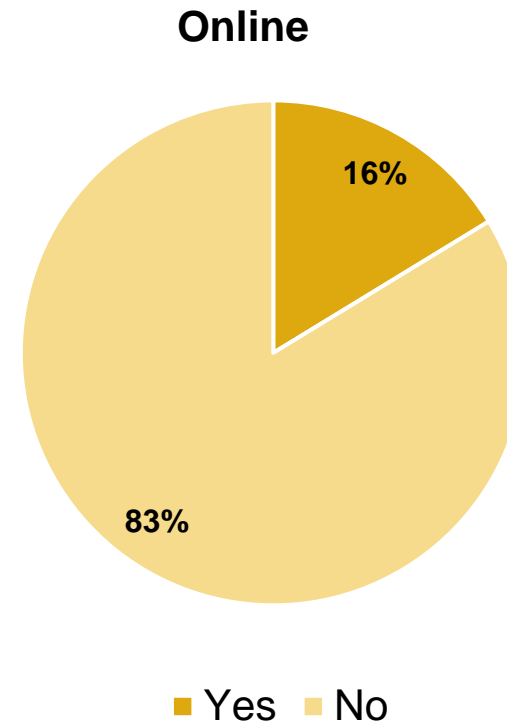
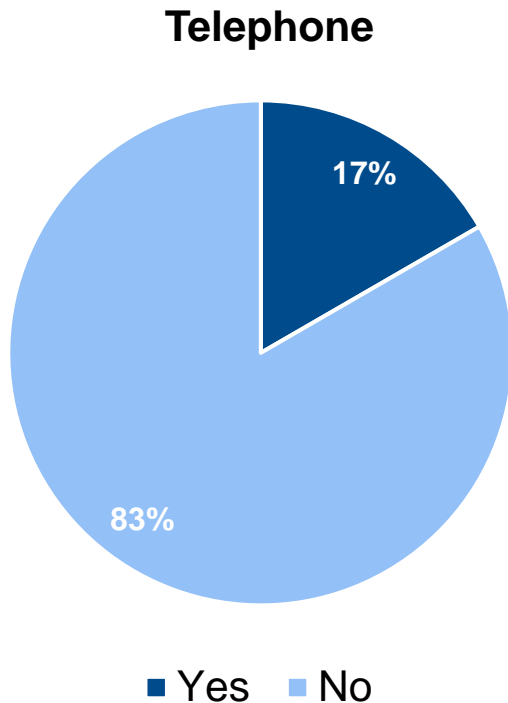
Detailed Findings



Detailed Findings: Awareness, Use, and Perception

Purchase of Consumer/Family Fireworks

When asked about their purchase/use habits surrounding consumer/family fireworks, nearly 1 in 5 telephone respondents (17%) and online respondents (16%) have personally purchased and/or used consumer/family fireworks within the past year.



Q. Within the past year, have you personally purchased and/or used consumer/family fireworks?

Scale used: yes, no

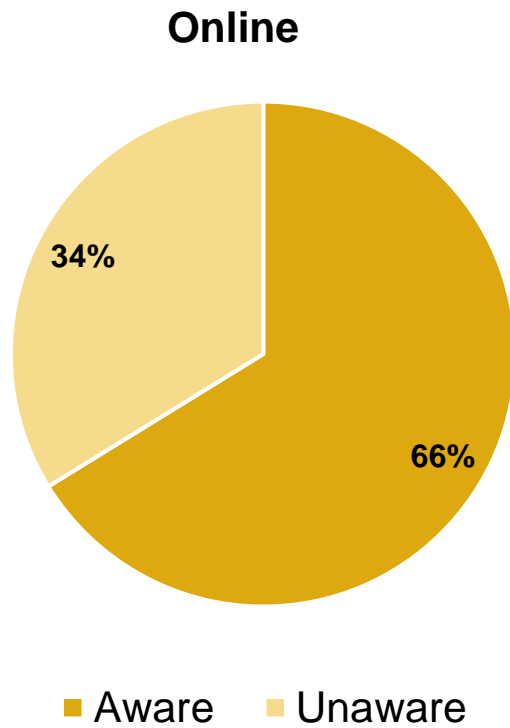
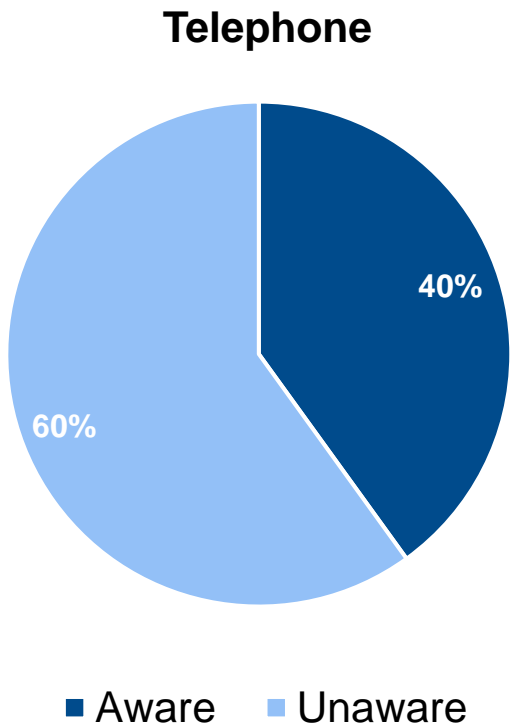
Sample Size: Telephone: n=401 / Online: n=1,832

Base: All respondents

Awareness of Current Firework Regulations

When asked to about their awareness of current regulations, 2 in 5 telephone respondents (40%) and 2 in 3 online respondents (66%) said they are aware of the current regulations for discharging consumer/family fireworks in Oakville.

Differences in awareness between telephone and online respondents could be due to the fact that online respondents, who self-selected into the survey, are more likely to have an inherent interest in the topic, leading to higher awareness levels. In contrast, telephone respondents, selected through random digit dialing (RDD), represent a broader cross-section of the population, including individuals who may not be as engaged or informed about specific topics like fireworks regulations.

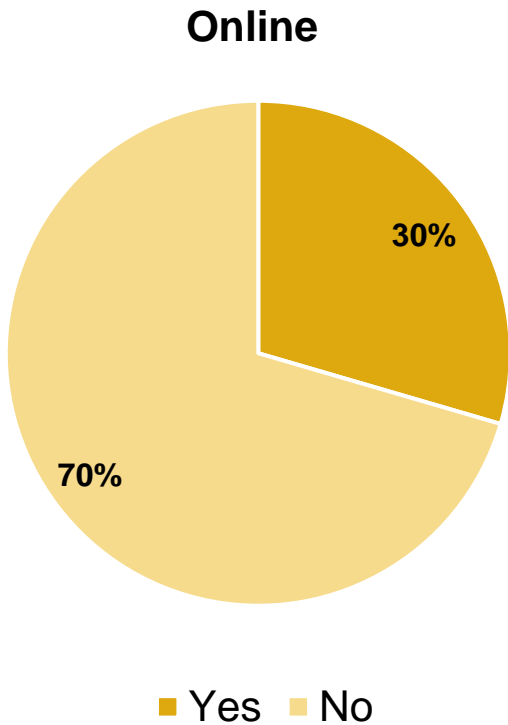
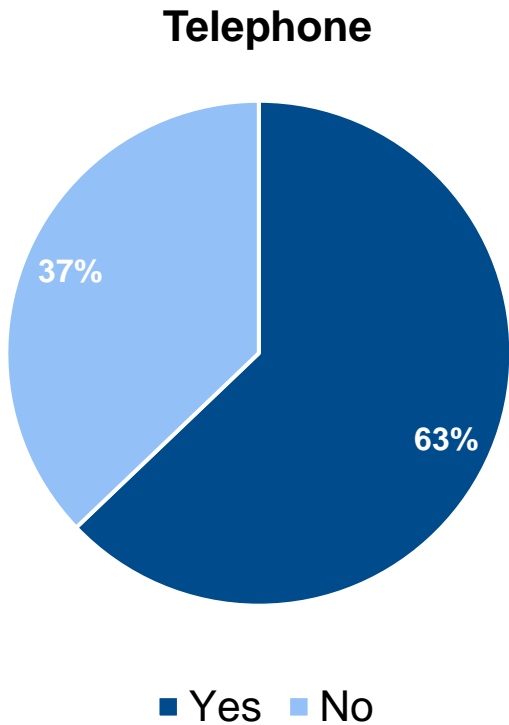


Q. How aware are you of the current regulations regarding the discharging of consumer/family fireworks in Oakville?
Scale used: TOP2 grouping “Aware” includes very aware, somewhat aware and BTM2 grouping “Unaware” includes not very aware, not aware at all
Sample Size: Telephone: n=401 / Online: n=1,832
Base: All respondents

Community Responsibility in Fireworks Handling

When asked about responsible use, about 2 in 3 telephone respondents (63%) and about one-third of online respondents (30%) think Oakville residents use consumer/family-grade fireworks responsibly.

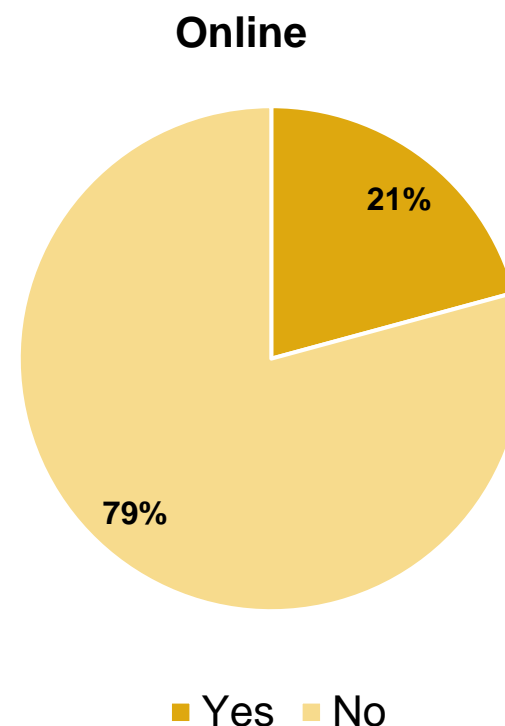
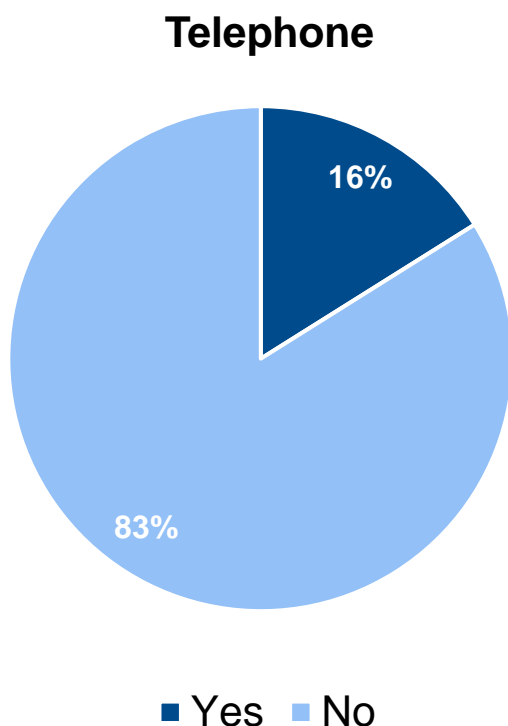
Online respondents, likely more engaged in this topic and critical, might be influenced by greater exposure to negative experiences. The self-selection in online surveys could attract those with stronger, possibly negative, opinions on the topic.



Q. Do you think consumer/family grade fireworks are used responsibly by residents in Oakville?
Scale used: yes, no
Sample Size: Telephone: n=331 / Online: n=1,538 (exclude "not sure")
Base: All respondents

Attendance of Consumer/Family Fireworks

When asked about attendance at celebrations that involve consumer/family fireworks, around 1 in 5 telephone (16%) and online respondents (21%) have attended religious or cultural celebrations held by themselves, family/friends, or a place of worship that involve consumer/family fireworks within the past year.



Q. Within the past year, have you attended religious or cultural celebrations held by yourself, family/friends, or a place of worship, etc. that involve consumer/family fireworks?

Scale used: yes, no

Sample Size: Telephone: n=401 / Online: n=1,832

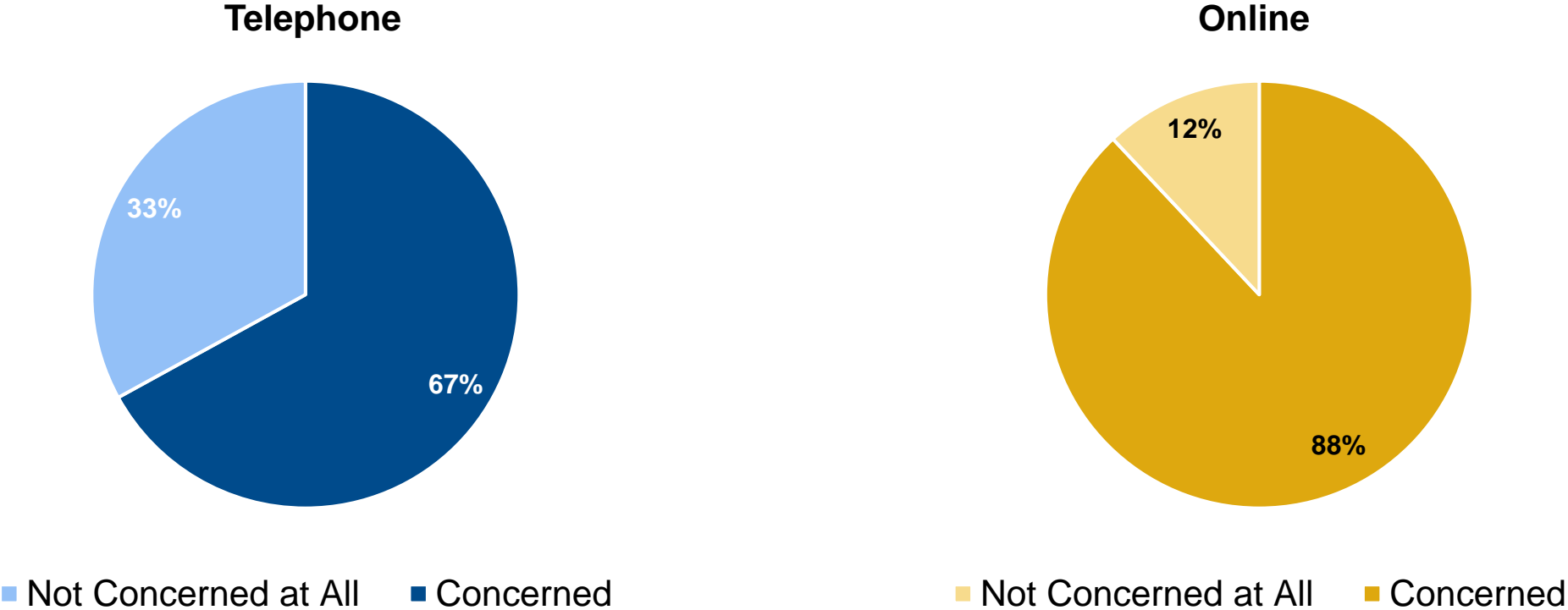
Base: All respondents



Detailed Findings: Concerns and Issues

Concern of Firework Use

When asked about their level of concern, two-thirds of telephone respondents (67%) are concerned about the use of consumer/family fireworks in Oakville, while the majority of online respondents (88%) share in this level of concern.
The higher level of concern among online respondents could be due to their self-selection into the survey, which might attract individuals who are more invested in or affected by the issue, leading to greater concern.



Q. How concerned are you about the use of consumer/family fireworks in Oakville?
Scale used: TOP3 grouping “Concerned” includes very concerned, somewhat concerned, and not very concerned and BTM1 “Not concerned at all” includes not concerned at all
Sample Size: Telephone: n=401 / Online: n=1,832
Base: All respondents

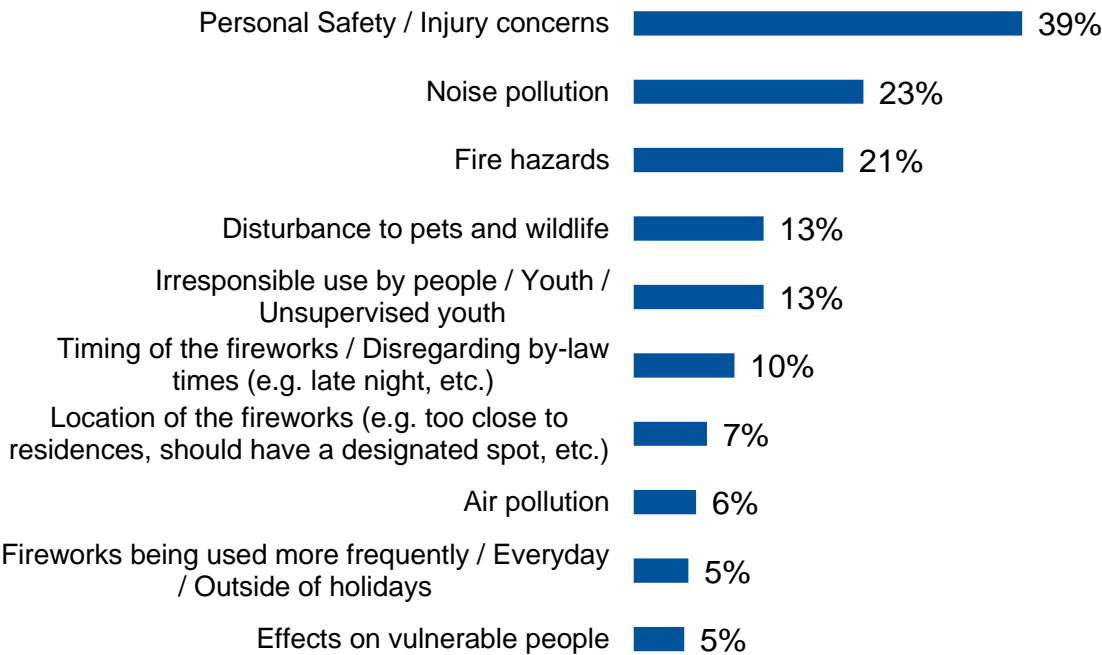
Resident Concerns – Top 10

Personal safety and injury concerns is a common top concern identified by telephone respondents (39%), while online respondents were most commonly concerned with the disturbance to pets and wildlife (60%).

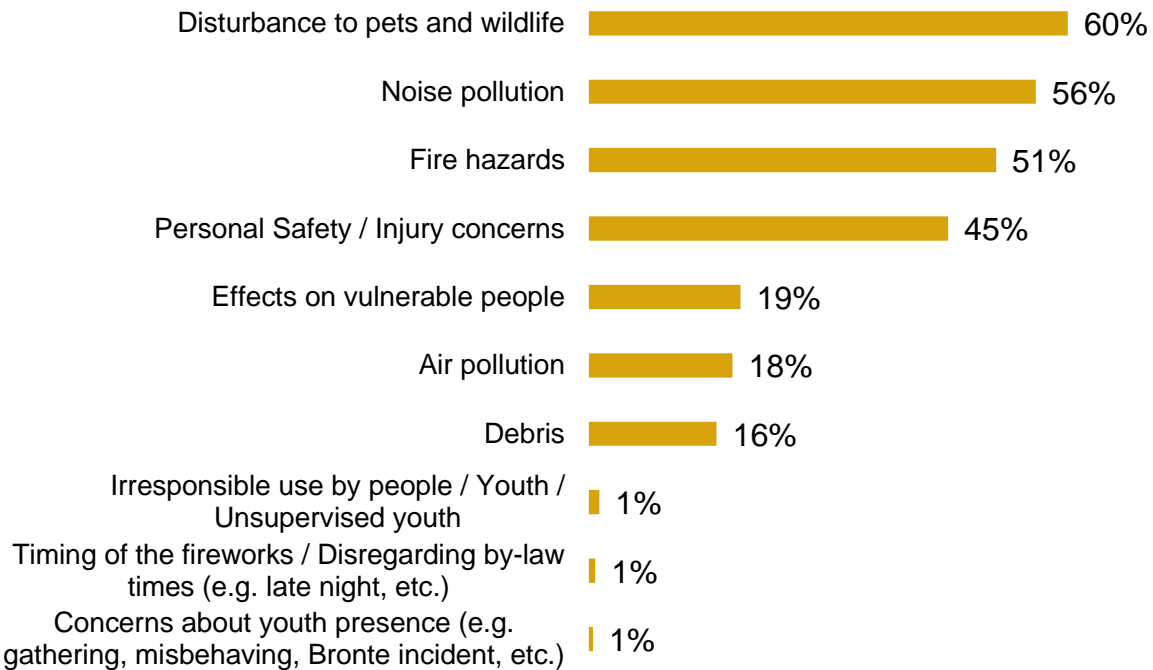
Noise pollution and fire hazards were common concerns for both telephone (23% / 21%) and online (56% / 51%) respondents.

The differences in opinions likely stem from how the question was administered. Telephone respondents, providing free recall answers, focused on the most immediate or obvious concerns, while online respondents, shown a range of options, may have been prompted to consider additional.

Telephone



Online



Q. 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: Telephone: n=269 / Online: n=1,611
Base: Respondents who indicated they are very/somewhat/not very concerned when asked “How concerned are you about the use of consumer/family fireworks in Oakville?”
* Visual excludes “Not sure” and “Other”



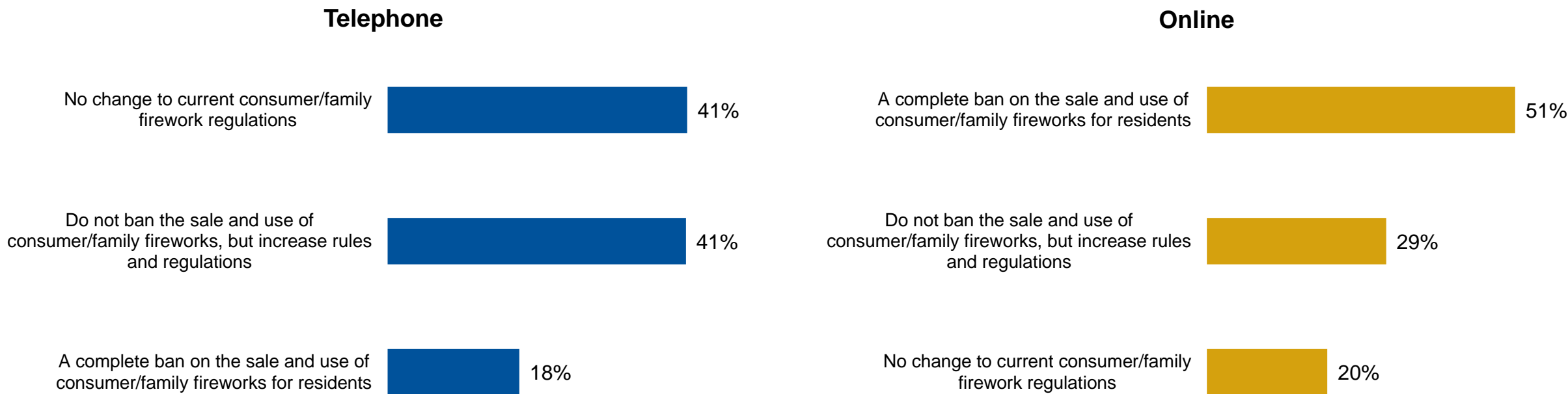
Detailed Findings: Regulation Preference

Consumer/Family Fireworks Regulations

When asked about potential changes to regulations, a similar proportion of telephone respondents support maintaining current consumer/family firework regulations (41%) and not banning the sale and use of consumer/family fireworks but increasing rules and regulations (41%).

In contrast, half of online respondents (51%) support a complete ban on the sale and use of consumer/family fireworks for residents.

Telephone respondents, representing a broader population, might prefer a balanced approach, maintaining the status quo or increasing regulations without imposing a full ban, as they might not see fireworks as a significant enough problem to warrant such drastic measures. In contrast, online respondents, who may be more engaged or have stronger opinions on the matter, are more likely to support a complete ban, possibly due to self-selection bias, which could attract individuals with more extreme views, contributing to the higher support for a ban.

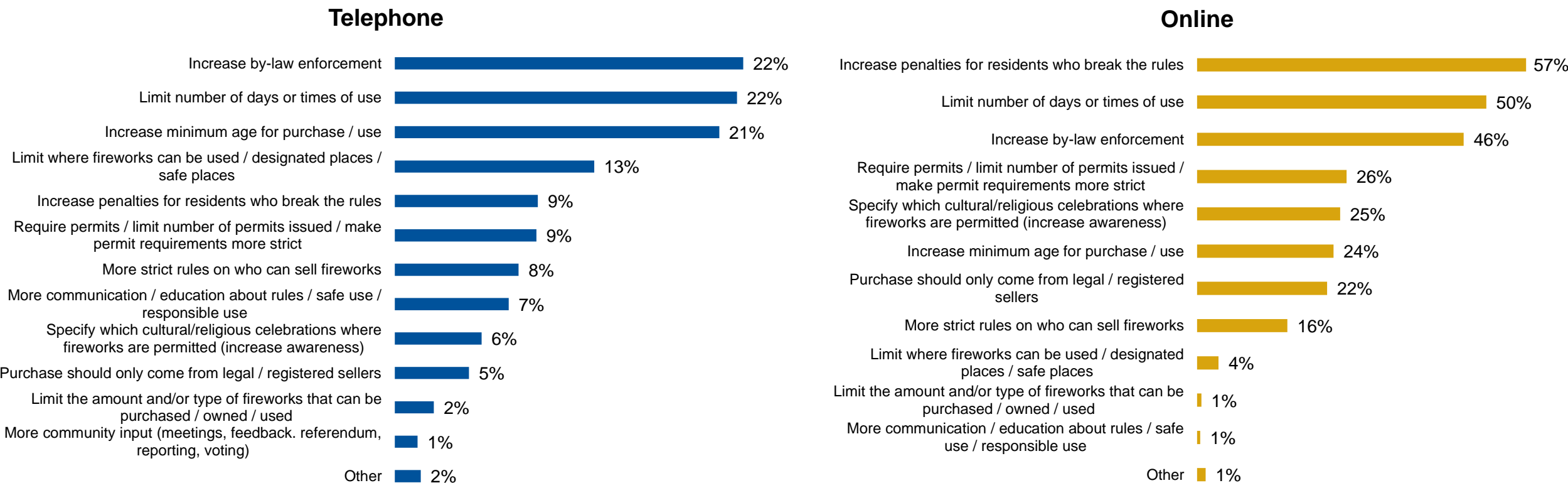


Q. Which of the following would you most support?
Sample Size: Telephone: n=401 / Online: n=1,832
Base: All respondents

Enhancing Fireworks Regulations in Oakville

Telephone respondents who support not banning the sales and use of consumer/family fireworks think the Town of Oakville should increase by-law enforcement (22%) and limit the number of days or times fireworks can be used (22%). On the other hand, online respondents who support not banning the sales and use of consumer/family fireworks think the Town of Oakville should increase penalties for rule violations (57%).

Similar to resident concerns, the differences in suggested actions likely stem from the survey methods. Telephone respondents provided free recall responses, while online respondents were presented with options.



Q. How should the Town of Oakville increase rules and regulations on the current sale and use of consumer/family fireworks? (Up to 3 answers accepted)

Sample Size: Telephone: n=164 / Online: n=540

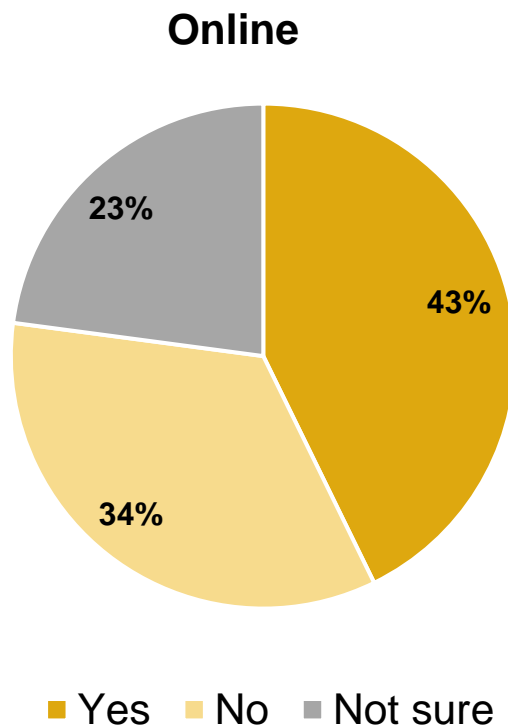
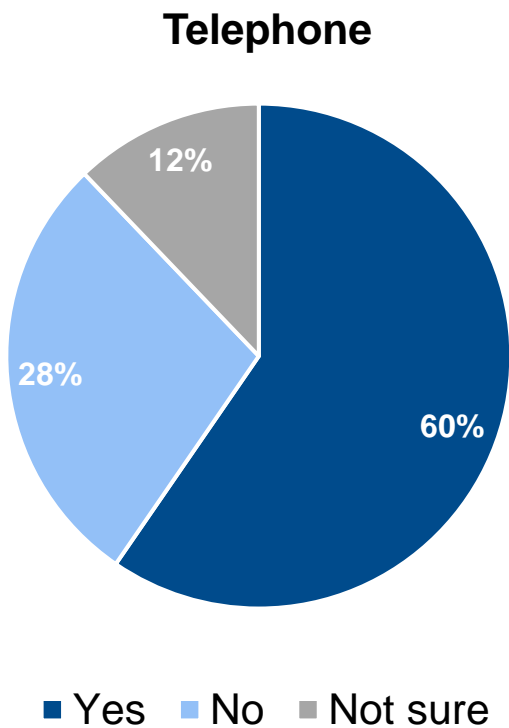
Base: Respondents who support to not ban the sales and use of consumer/family fireworks but to increase rules and regulations when asked “Which of the following would you most support?”

*Visual excludes “Not sure”

Retailer Safety Information for Fireworks

Among those who have purchased and/or used fireworks in the past year, 60% of telephone respondents and 43% of online respondents believe that consumer/family firework retailers do a reasonable job of providing essential safety information to buyers at the time of purchase.

Telephone respondents might have a more positive view based on immediate recall and personal experiences without considering broader context or potential gaps in safety information. Online respondents, who had time to reflect and were possibly more engaged, might be more critical, resulting in a lower percentage of positive responses.



Q. In your opinion, do consumer/family firework retailers do a reasonable job of providing essential safety information to buyers at the time of purchase?

Scale used: Yes, No, Not sure

Sample Size: Telephone: n=67 / Online: n=297

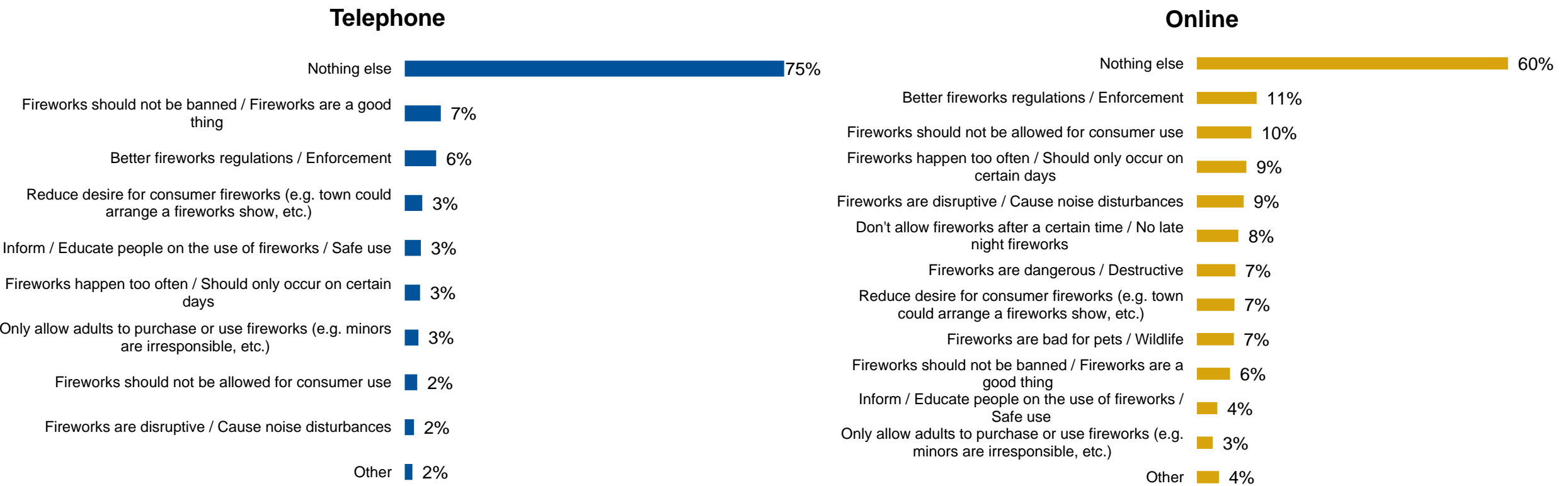
Base: Respondents who have purchased and/or used consumer/family fireworks in the past year



Detailed Findings: Resident Comments

Additional Feedback on Fireworks Practices

When given the opportunity to share additional feedback, most telephone respondents (75%) had no additional feedback, while 7% stated that fireworks should not be banned / are a good thing. Among online respondents, 2 in 5 (60%) had no additional feedback, while 11% suggested that fireworks regulations or enforcement should be improved.



*Note: Visual excludes responses <2%.

*Note: Visual excludes responses <3%.

Q. Is there anything else you would like to share regarding the sale and use of consumer/family fireworks in Oakville? (Up to 5 answers accepted)

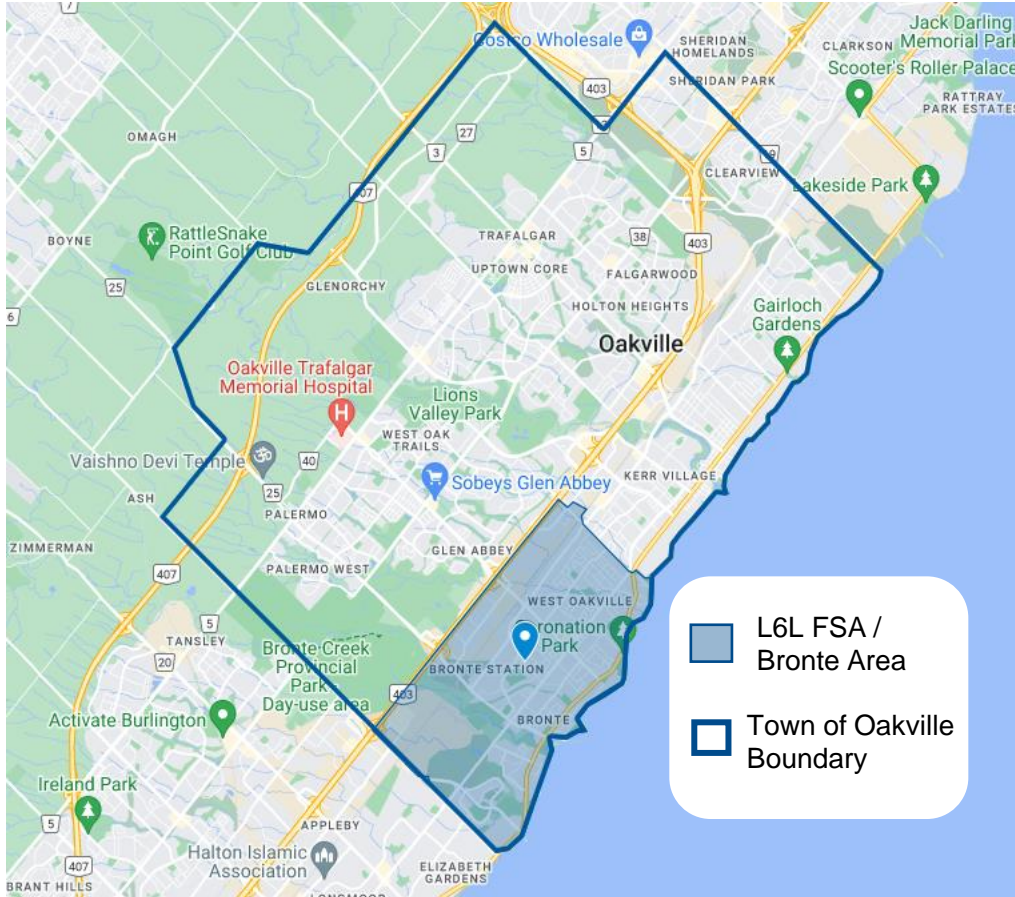
Sample Size: Telephone: n=401 / Online: n=1,832

Base: All respondents



Detailed Findings: Responses by FSA

Responses by FSA – Overview



The Bronte area of Oakville typically sees increased consumer/family firework usage compared to neighboring communities.

Of respondents that opted to provide their FSA, 19% of telephone respondents and 26% of online respondents live in the L6L / Bronte area of Oakville.

Survey responses for respondents who indicated that they live in the L6L FSA area (“Bronte residents”) were compared to the responses of those who indicated that they live elsewhere in Oakville (FSAs: L6H, L6J, L6K, L6M) to identify significant differences in responses, if the sample size allowed.

Bronte residents’ telephone responses were statistically consistent with responses from residents that live elsewhere in the Town.

Some statistically significant differences in responses exist for Bronte residents that completed the online survey compared to residents from elsewhere in the Town and are included in this section.

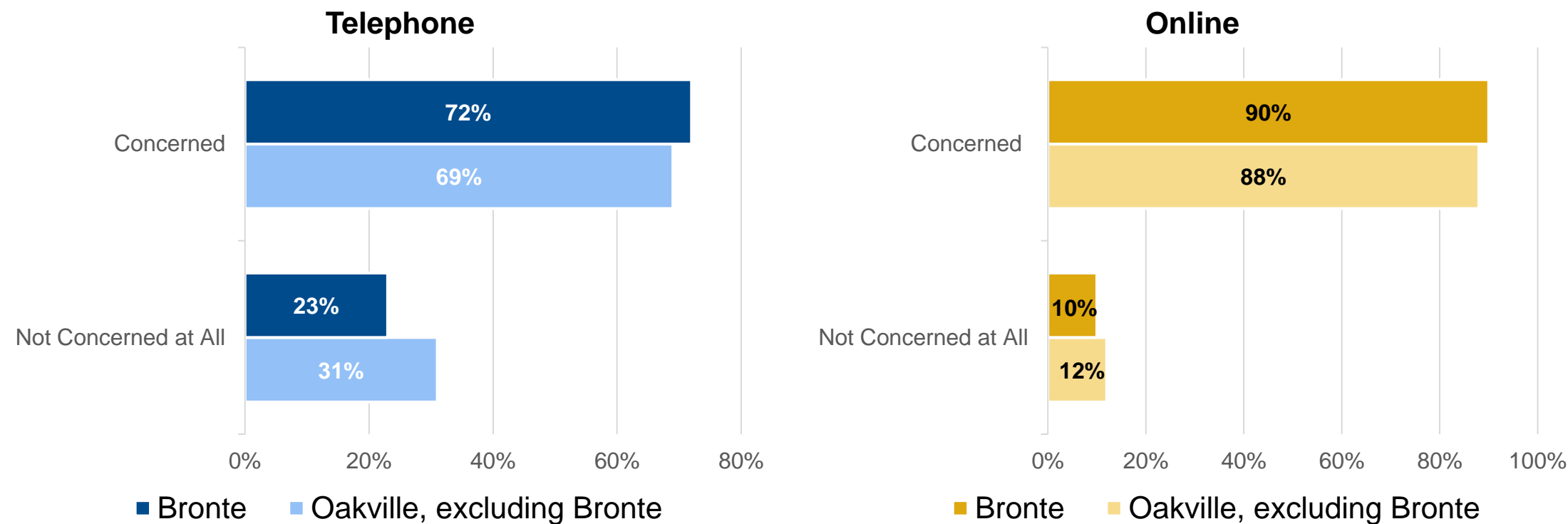
D. What is your postal code / Would you be willing to give just the first three digits of your postal code?

Sample Size: Telephone: n=321 / Online: n=1,641

Base: All respondents, excluding “Not sure” and “Prefer not to say” responses

Responses by FSA - Concern of Firework Use

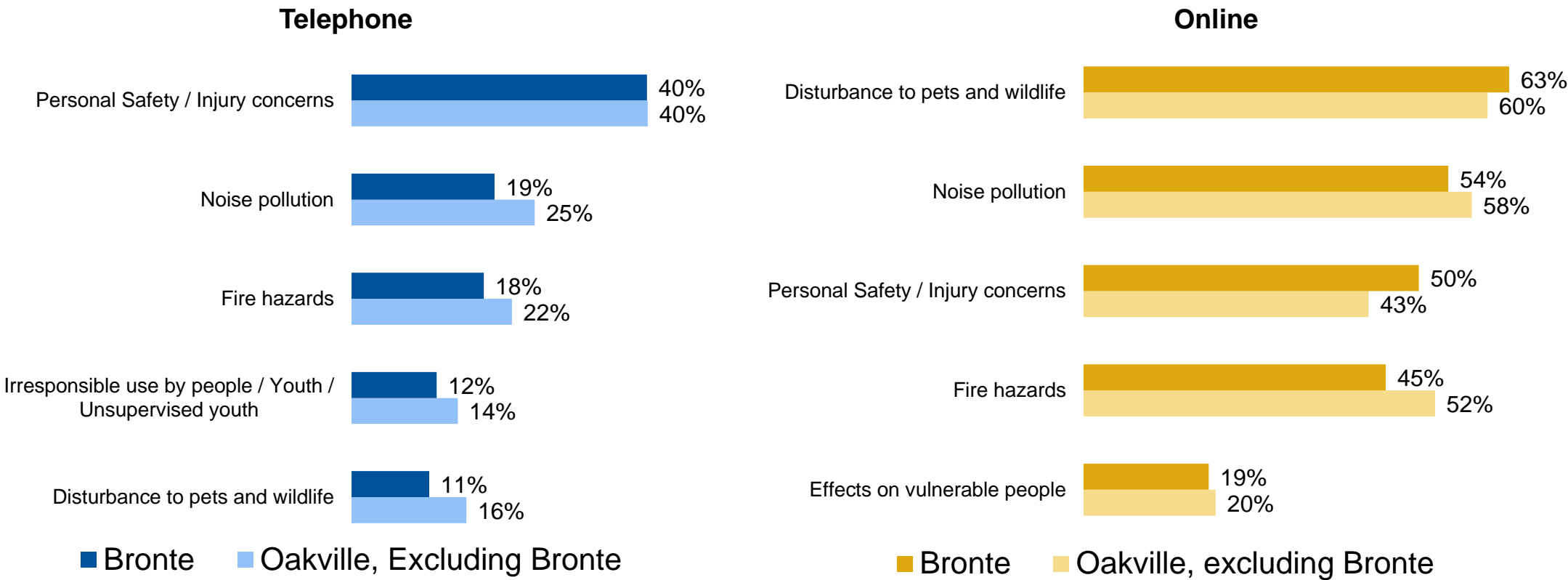
When asked about their level of concern, a similar proportion of residents were concerned about the use of consumer/family fireworks, regardless of whether they live in the Bronte area (Telephone: 72% / Online: 90%) or elsewhere in Oakville (Telephone: 69% / Online: 88%).



Q. How concerned are you about the use of consumer/family fireworks in Oakville?
Scale used: TOP3 grouping includes very concerned, somewhat concerned, and not very concerned and BTM1 includes not concerned at all
Sample Size: Telephone: n=321 / Online: n=1,641
Base: Respondents that opted to provide their FSA

Responses by FSA - Resident Concerns (Top 5)

Online survey respondents that live in the Bronte area are more likely to name personal safety / injury concerns as a top concern (50%) and less likely to name fire hazards as a top concern (45%), than residents of other areas of Oakville (43% / 52%).



Q. 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: Telephone: n=224 / Online: n=1,447
Base: Respondents who indicated they are very/somewhat/not very concerned when asked "How concerned are you about the use of consumer/family fireworks in Oakville?"
*Visual shows Top 5 concerns based on cumulative totals, excludes "Not sure" and "Other"

Responses by FSA – Significant Differences (Online)

In addition to the significances in response noted on the preceding slide, the following significances also exist between online respondents who reside in the Bronte neighbourhood compared to elsewhere in the Town of Oakville:

- **Bronte residents are more likely:**
 - To be very aware of the current regulations regarding the discharging of consumer/family fireworks in Oakville (29% / Elsewhere in Oakville: 23%)
 - To be very concerned or somewhat concerned about the use of consumer/family fireworks in Oakville (TOP2: 79% / Elsewhere in Oakville: TOP2: 73%)
 - To support an increase in the minimum age for consumer/family firework purchase/use (Asked to those who supported no ban/increased regulations; 31% / Elsewhere in Oakville: 20%)
 - To share the following statements regarding the sale and use of consumer/family fireworks in Oakville:
 - Only allow adults to purchase or use fireworks (7% / Elsewhere in Oakville: 2%)
 - Fireworks are dangerous / Destructive (10% / Elsewhere in Oakville: 7%)
- **Residents the reside elsewhere in Oakville are more likely:**
 - To have purchased and/or used consumer/family fireworks in the past year (17% / Bronte residents: 10%)
 - To have attended religious or cultural celebrations held by themselves, family/friends, or a place of worship, etc. that involve consumer/family fireworks within the past year (22% / Bronte residents: 17%)
 - To not be very aware of the current regulations regarding the discharging of consumer/family fireworks in Oakville (24% / Bronte: 18%)
 - To support no change to current consumer/family firework regulations (21% / Bronte residents: 16%)
 - To support the specification of which cultural/religious celebrations permit fireworks (Asked to those who supported no ban/increased regulations; 28% / Bronte residents: 14%)

Demographics by FSA – Significant Differences (Online)

In addition to the significances in response noted on the preceding slides, the following demographic significances also exist between online respondents who reside in the Bronte neighbourhood compared to elsewhere in the Town of Oakville:

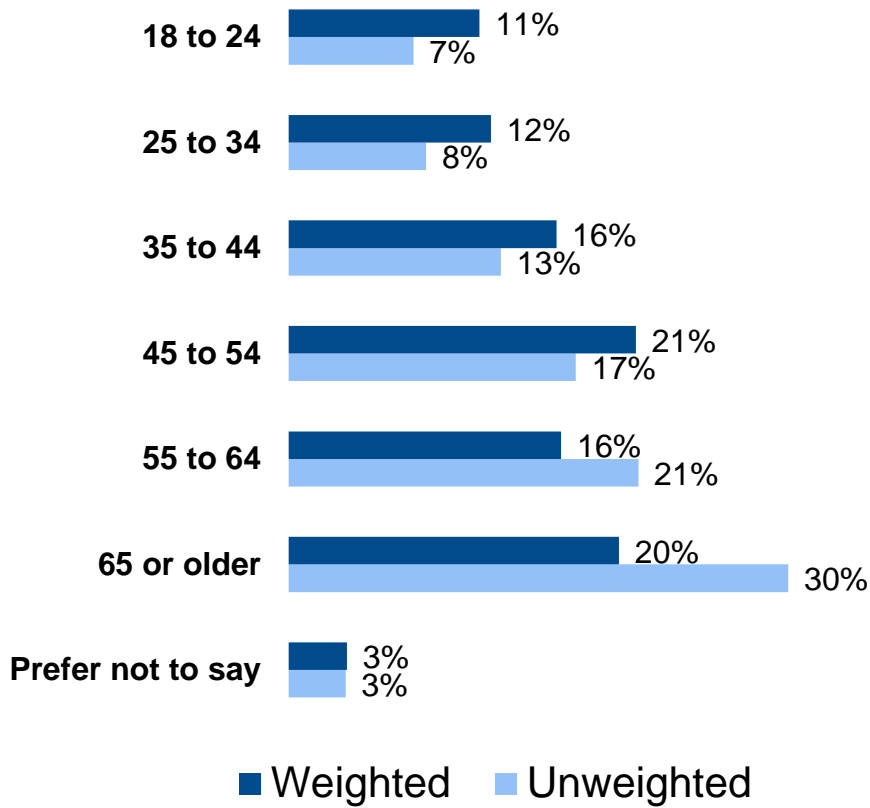
- **Respondents who reside in the Bronte neighbourhood are more likely:**
 - To be 65 years of age or older (28% / Elsewhere in Oakville: 20%)
- **Respondents who reside elsewhere in Oakville are more likely:**
 - To be aged 35 to 44 years old (26% / Bronte respondents: 15%)
 - To describe their gender as male (33% / Bronte respondents: 28%)



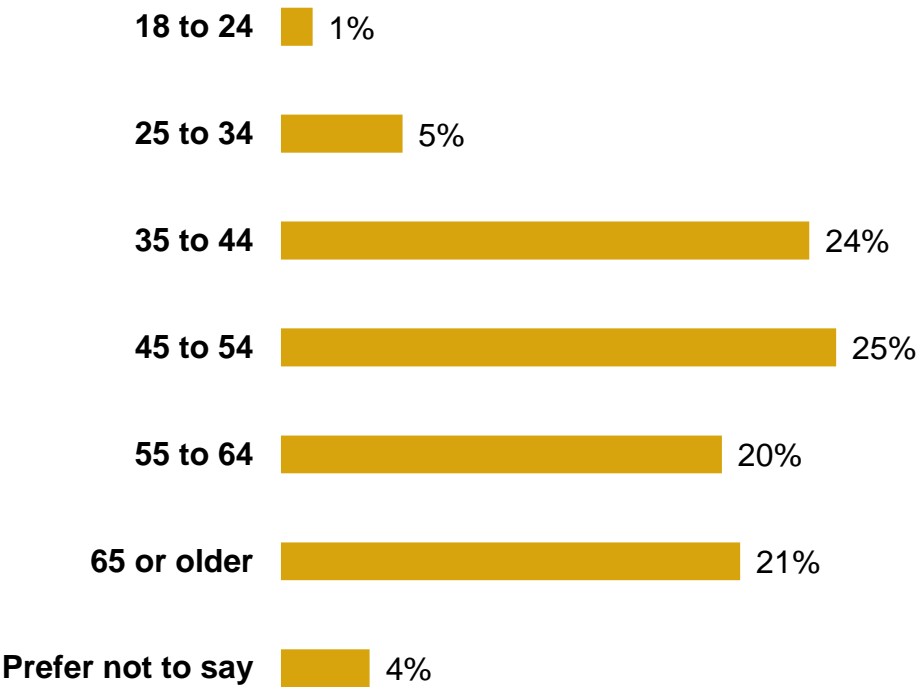
Demographics

Respondent Profile - Age

Telephone

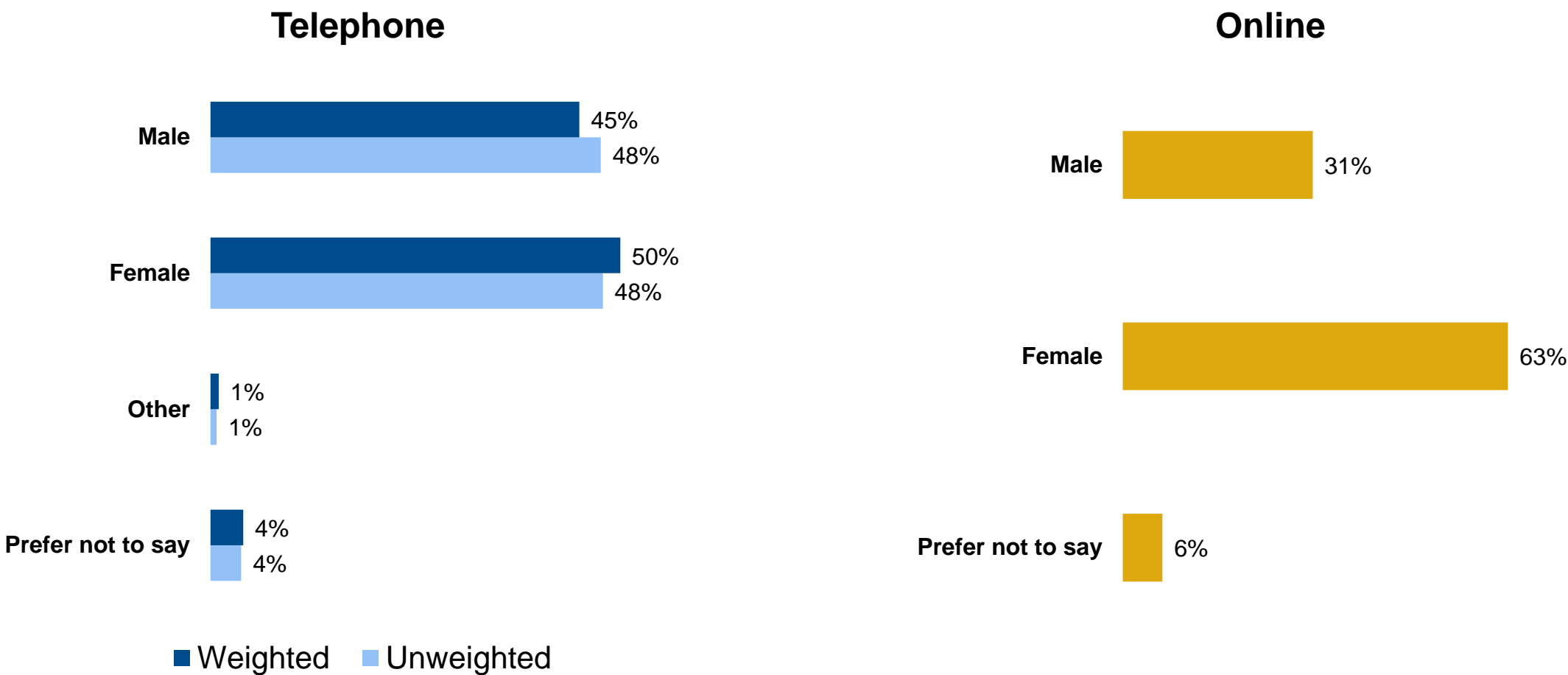


Online



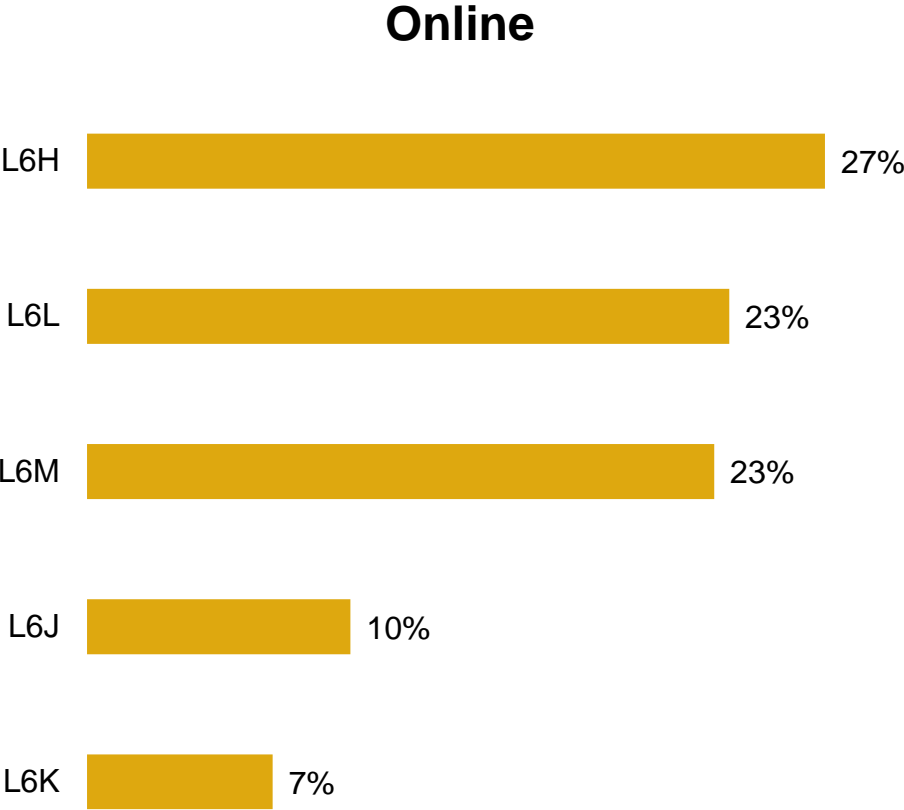
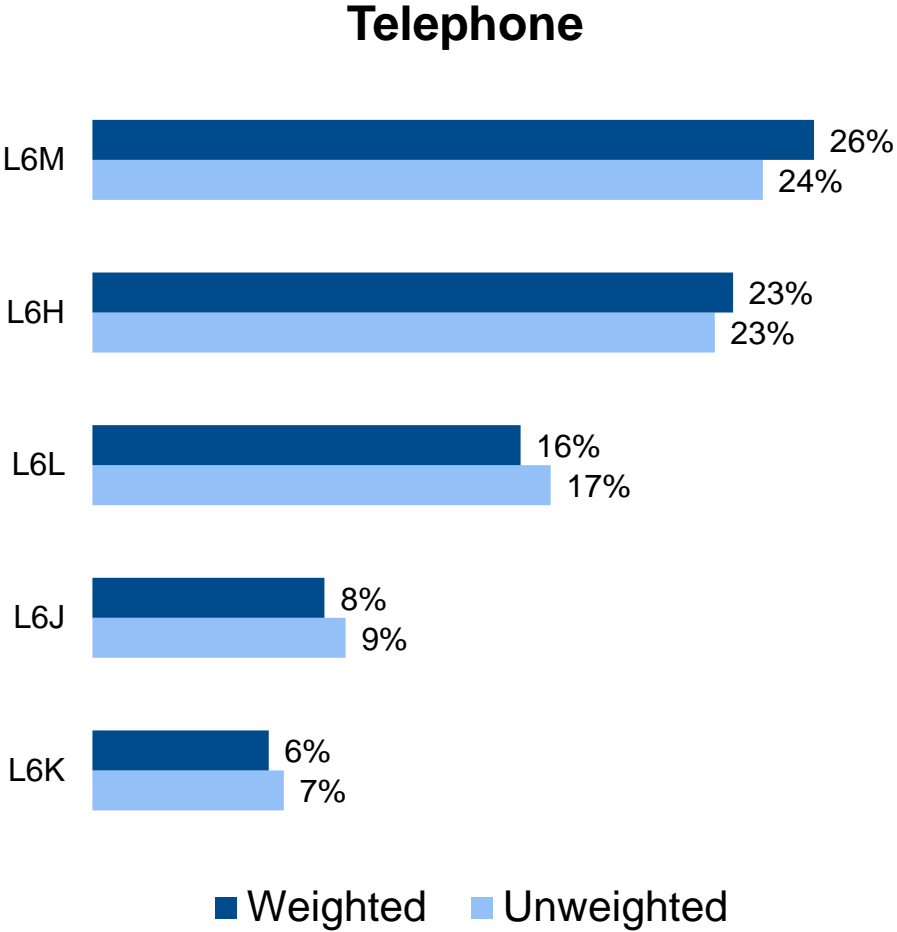
Q. Which of the following age categories do you belong to?
Sample Size: Telephone: n=401 / Online: n=1,832
Base: All respondents

Respondent Profile - Gender



Q. How would you describe your gender?
Sample Size: Telephone: n=401 / Online: n=1,832
Base: All respondents

Respondent Profile – Postal Code



Q. To better understand how results vary by communities of different sizes, please provide your postal code
Sample Size: Telephone: n=401 / Online: n=1,832
Base: All respondents
*Visual excludes “unsure” and “prefer not to say”



Recommendations

Recommendations

Public Awareness, Use, & Perceptions

While usage and attendance of consumer/family fireworks is similar between telephone and online respondents, online respondents were more likely to be aware of the current regulations regarding the discharge of consumer/family fireworks in Oakville. To ensure broader understanding, **launching targeted public awareness campaigns** that address all residents and utilizing diverse channels such as social media outlets, local news, and community events may help to improve awareness.

The perception of responsible fireworks use among Oakville residents is divided, with more telephone respondents believing that fireworks are used responsibly compared to online respondents. **Adding educational programs/sessions** focused on safe and responsible firework practices in local areas such as community centres or libraries, including workshops, or informational sessions can increase residents' perception of responsible firework use.

Safety Concerns & Regulation Preferences

Online respondents were more likely to express concern about the use of consumer/family fireworks compared to telephone respondents, although some **top concerns** for both were related to **personal safety and fire hazards**.

Although online respondents were more likely to favour a complete ban on the sales and use of consumer/family fireworks, **increasing by-law enforcement and limiting the number of days/times of use** for fireworks were suggested by respondents who do not support the ban of sales and use of fireworks, yet believe the current rules and regulations should increase. **The Town of Oakville may consider assessing the feasibility and potential impact of tightening existing regulations, and consider pilot programs to test the effectiveness of stricter law enforcement and personal use rules.**

The majority of those who have purchased or used fireworks believe that retailers are doing a reasonable job of providing essential safety information. To further improve safety and understanding, **the Town of Oakville may consider working with retailers to standardize and potentially expand the safety information** provided to ensure all buyers are adequately informed at the time of purchase with consistent information.