



COTTAGERS & A POTENTIAL NORTH WHITESHELL VOLUNTEER FIRE DEPARTMENT

AUGUST 2018

METHODOLOGY

- Probe Research Inc. was commissioned to conduct a “census-style” survey among cottage owners in the North Whiteshell region.
- Survey responses were collected between July 30th and August 19th, 2018.
- A central objective of the survey was to determine support for, or opposition to, the implementation of a volunteer fire department in the region.
- The survey questionnaire was developed by Probe Research in consultation with representatives of the feasibility committee for the North Whiteshell Fire Department.
- A database of 1,556 cottage owners (both full and part-time) was provided by the committee to Probe Research Inc. This contact database contained email addresses (for 839 cottagers) and residential mailing addresses (for 717 cottagers).
- A secure, unique link to the online survey was distributed to those with email addresses. Those with only mailing addresses were sent a letter the week of July 30th, advising them of the survey and requesting they contact Probe Research directly to complete the survey online or in mail-back paper format. Forty-four cottagers requested a survey link and 10 requested a paper version of the survey.
- A total of 503 residents completed the survey (497 online and 6 by paper). This represents a completion rate of 32%.
- A region-wide probability sample of 503 produces a margin of error of +/-3.60 percentage points (Finite Population Correction). Data analysis was performed using SPSS statistical analysis software.

**FOR MORE
INFORMATION:**

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SURVEY REPRESENTATION

- BY REGION -

	% of Total Sample (n=1,556)	% of All Respondents (n=503)	Difference
REGION "A" (56% of sample)			
Big Whiteshell	12%	14%	+2%
Brereton Lake	23%	20%	-3%
George Lake	1%	0%	-1%
Jessica Lake	7%	7%	0%
Red Rock Lake	8%	7%	-1%
White Lake	5%	6%	+1%
REGION "B" (44% of sample)			
Barrier Bay	3%	5%	+2%
Betula Lake	11%	10%	-1%
Dorothy Lake	6%	6%	0%
Eleanor Lake	4%	5%	+1%
Nutimik Lake	15%	14%	-1%
Otter Falls	5%	7%	+2%

PROFILE OF RESPONDENTS

(Unweighted Bases)	TOTAL (N=503)	REGION A (n=268)	REGION B (n=235)
RESPONDENT AGE:			
<55 years	15%	15%	14%
55-64 years	42%	41%	44%
65-74 years	30%	30%	31%
75+ years	13%	15%	11%
Average:	64 years	64 years	63 years
COTTAGE OWNERSHIP:			
<20 years	30%	28%	32%
20-39 years	33%	30%	35%
40+ years	37%	42%	33%
Average:	32 years	34 years	30 years
RESIDENCY:			
Permanent	9%	7%	12%
Semi/Seasonal	91%	93%	88%

STRUCTURAL FIRES

- PERSONAL EXPERIENCE
AND PREPAREDNESS -



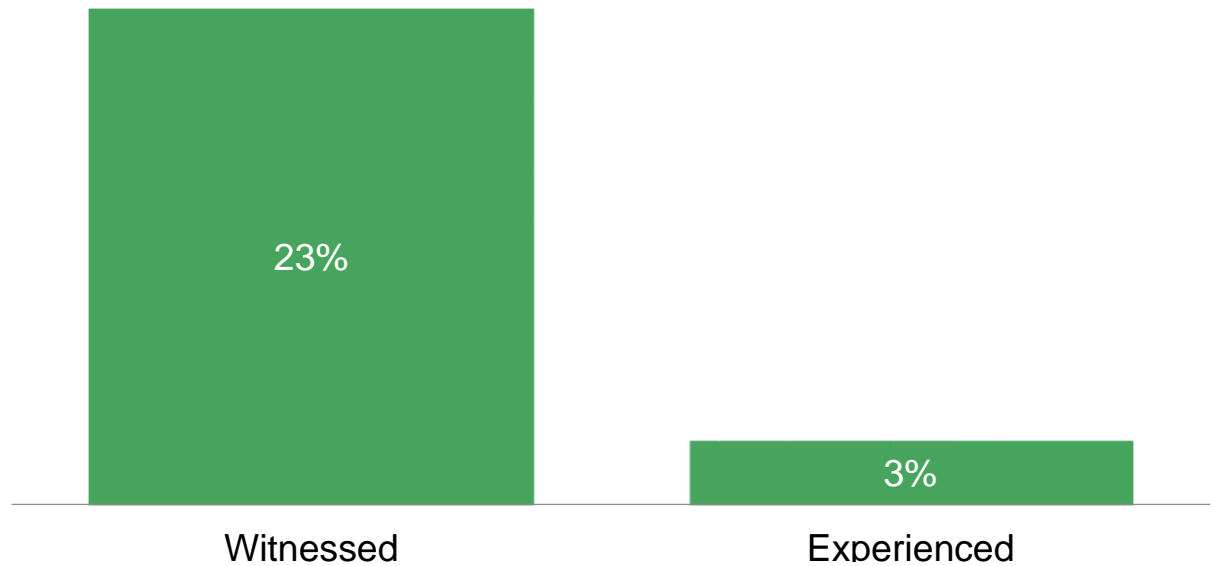
ONE-QUARTER OF RESIDENTS HAVE WITNESSED A STRUCTURAL FIRE WHILE FAR FEWER HAVE EXPERIENCED ONE

Q.1 "Have you personally ever experienced a structural fire involving your own property in the North Whiteshell?"

Q.2 "Have you ever personally witnessed a structural fire in the North Whiteshell?"

N=503

Base: All respondents

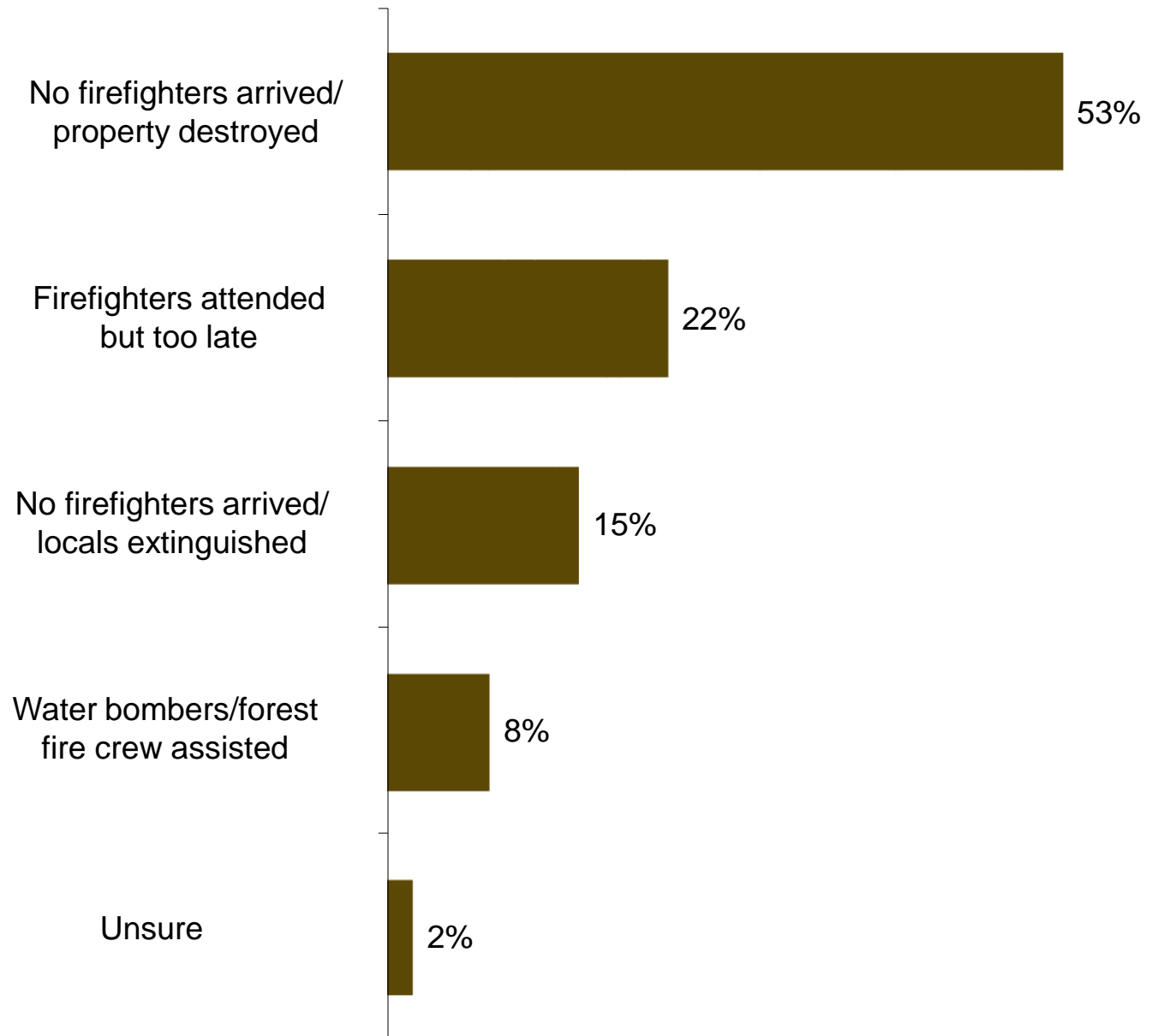


FIRE EXPERIENCES REVEAL BLEAK OUTCOMES

Q3. "What was the outcome of the structural fire incident you witnessed in the North Whiteshell?"

N= 117

Base: All respondents witnessing a structural fire

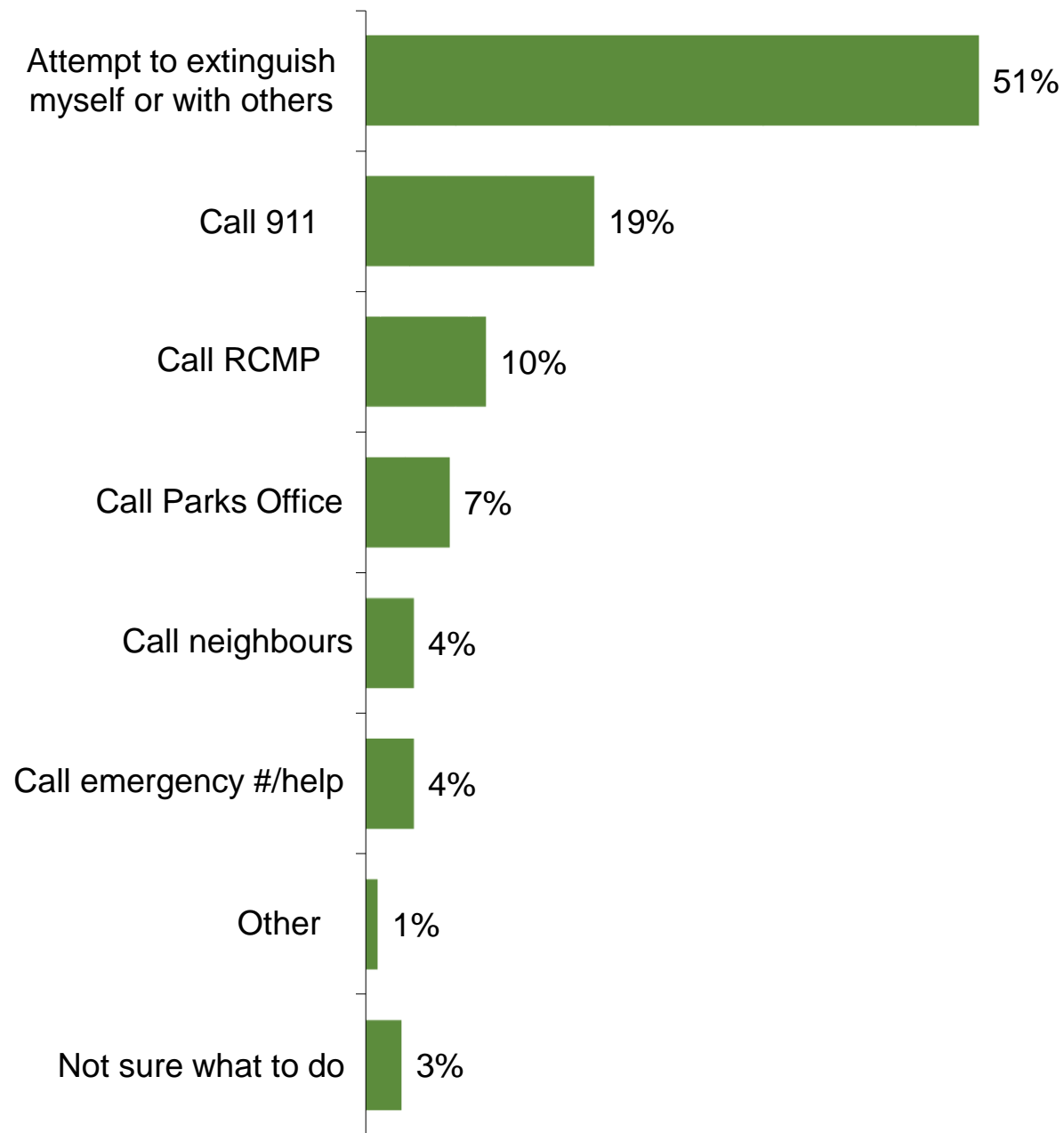


MOST FEEL ON-THEIR-OWN IN FIRE SCENARIOS

Q4. "If you were to experience a structural fire emergency at your own property in the North Whiteshell what would be your first line of response?"

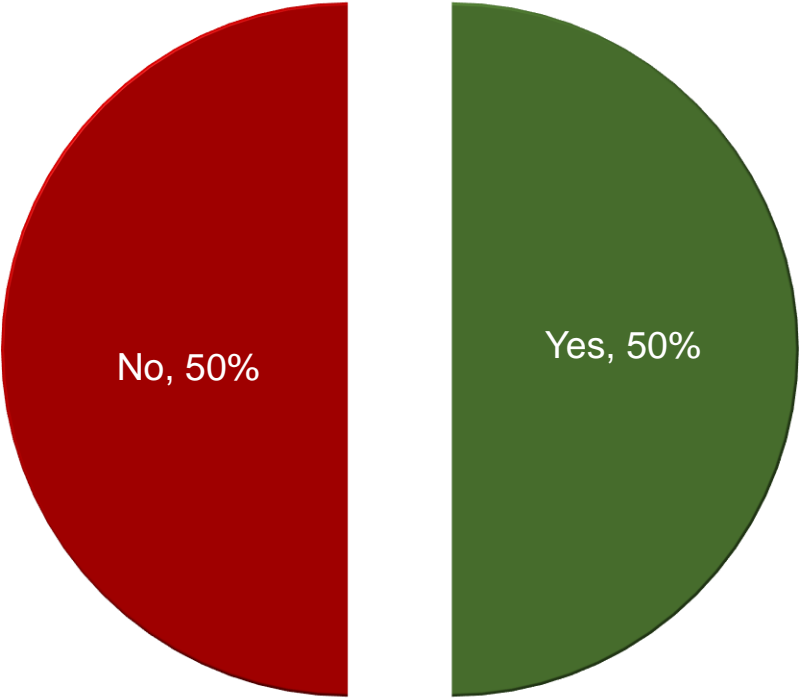
N= 503

Base: All respondents

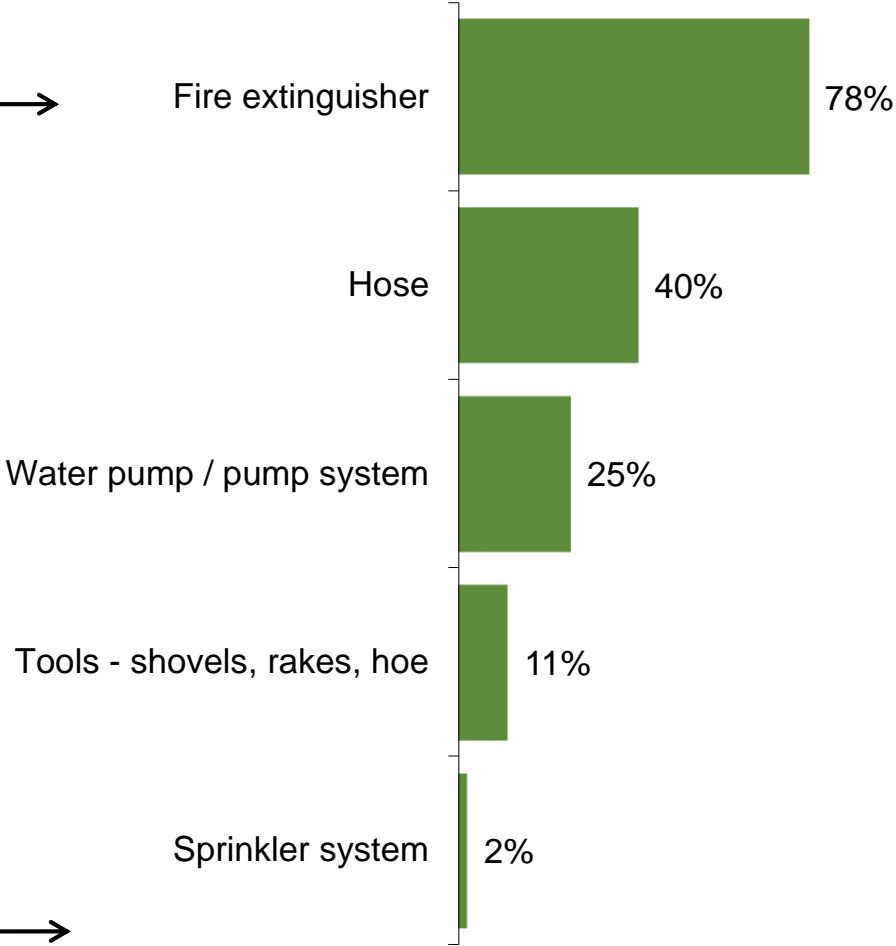


FIRE-FIGHTING TOOLS LIMITED & RUDIMENTARY

Q5. "Do you have any specially designated tools or equipment that you have at your cottage ready in the event you experience a structural fire on or near your property?" (n=503)



"Please describe the equipment". (n=253)



What equipment?

CONCEPTUAL SUPPORT FOR NORTH WHITESHELL VOLUNTEER FIRE DEPARTMENT

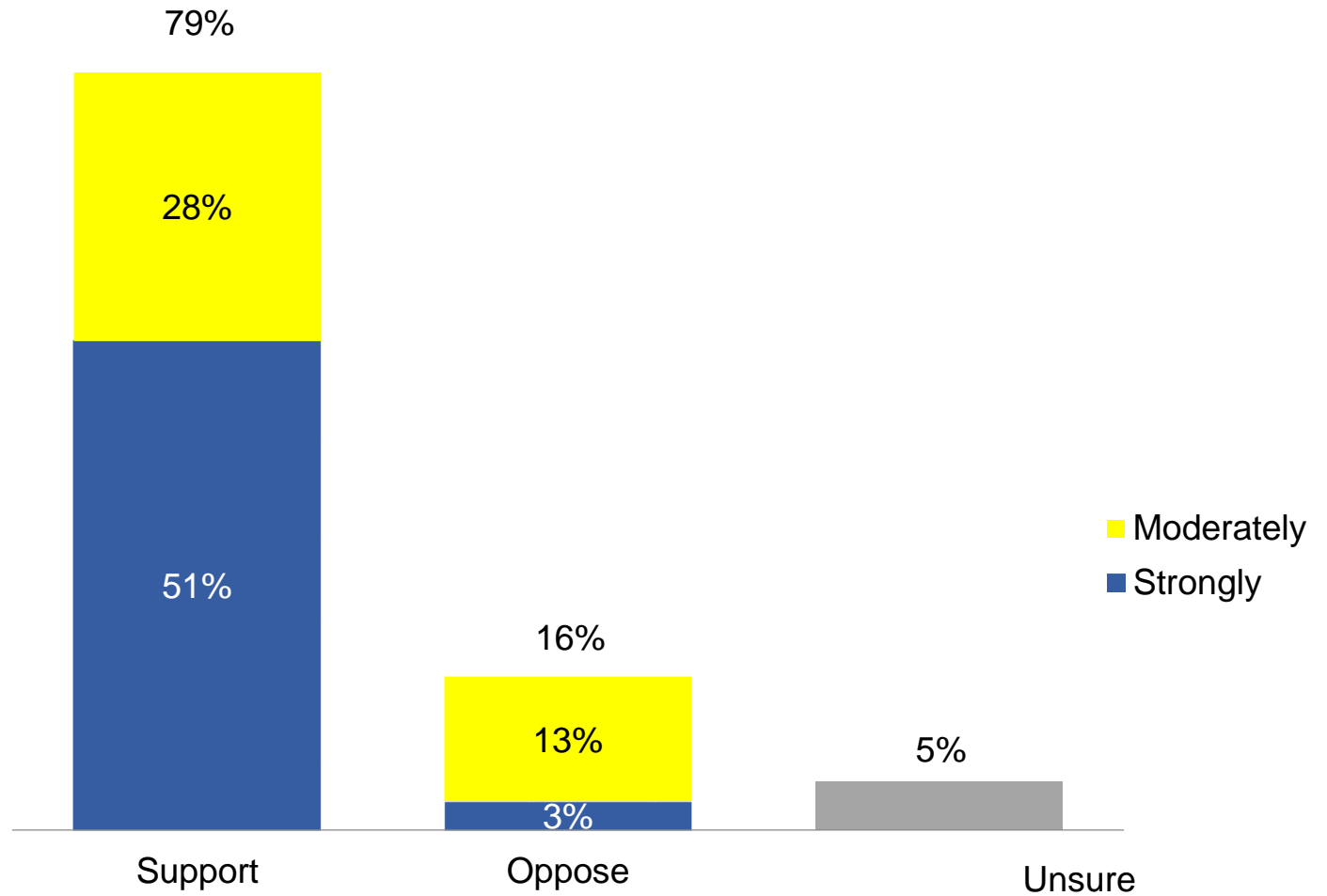


OVERWHELMING SUPPORT FOR VOLUNTEER FIRE DEPARTMENT

Q6. "Based on the concept and information provided above, do you personally support or oppose the creation of this North Whiteshell Volunteer Fire Department?"

N=503

Base: All respondents – Leanners included



Strongly support:

- 58% Region B vs 45% Region A

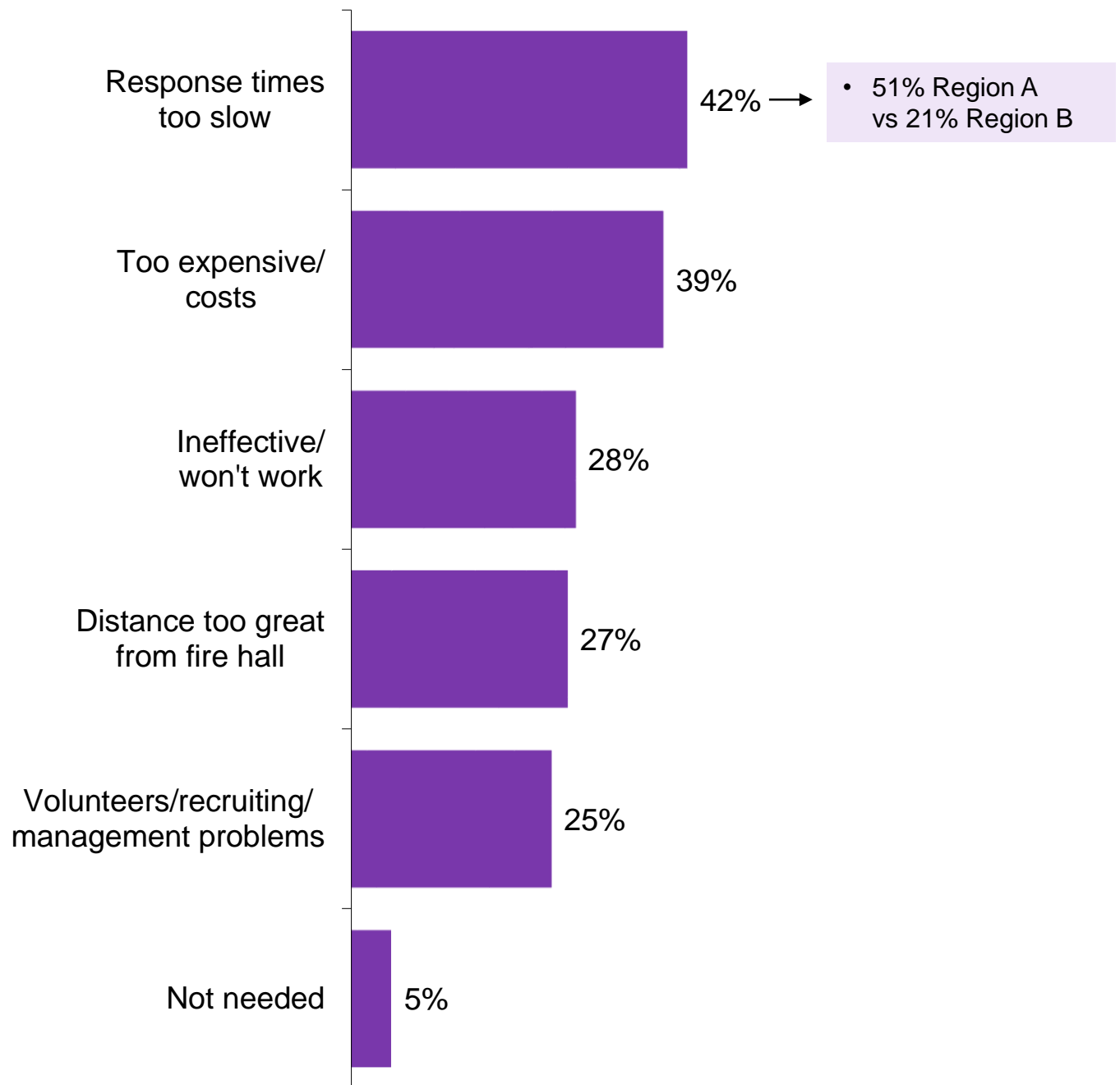
COST & RESPONSE TIME DRIVES MOST OPPOSITION

Q6e. "Please briefly explain the reasons why you personally do not support the creation of a North Whiteshell Volunteer Fire Department?"

N= 79*

Caution: Small base

Base: All respondents opposing the creation



VOLUNTEERISM & FINANCIAL SUPPORT



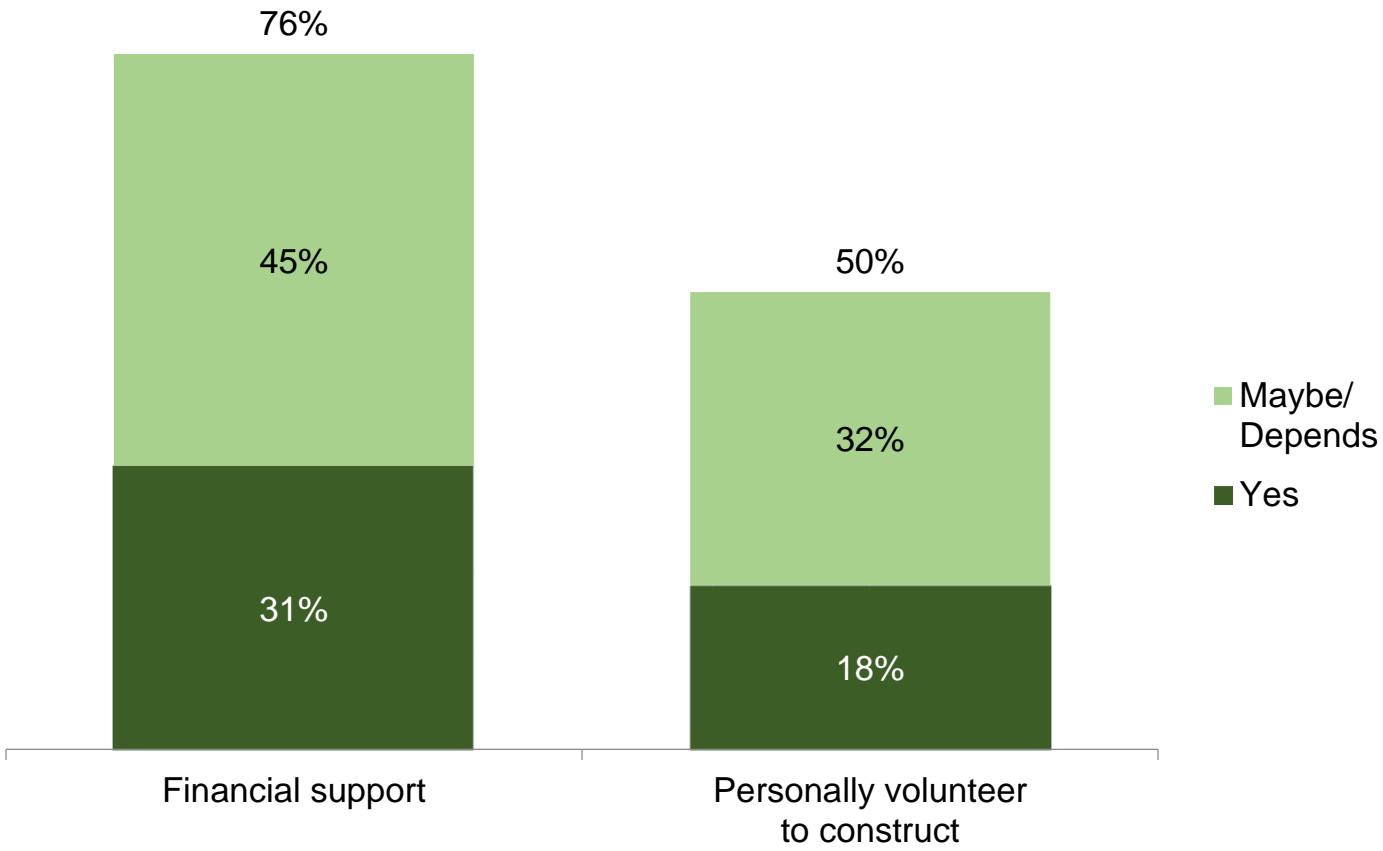
HELP WITH SEED MONEY & HAMMER-WIELDING IS SIGNIFICANT

Q7. "Would you personally be willing to make a tax deductible financial contribution towards the initial capital funds required to establish this North Whiteshell Volunteer Fire Department?"

Q8. "Would you personally be willing to volunteer your time or services for the construction of one or more of these fire halls?"

N= 503

Base: All respondents



VOLUNTEERS MAY BE FOUND IN 200+ NORTH WHITESHELL COTTAGES

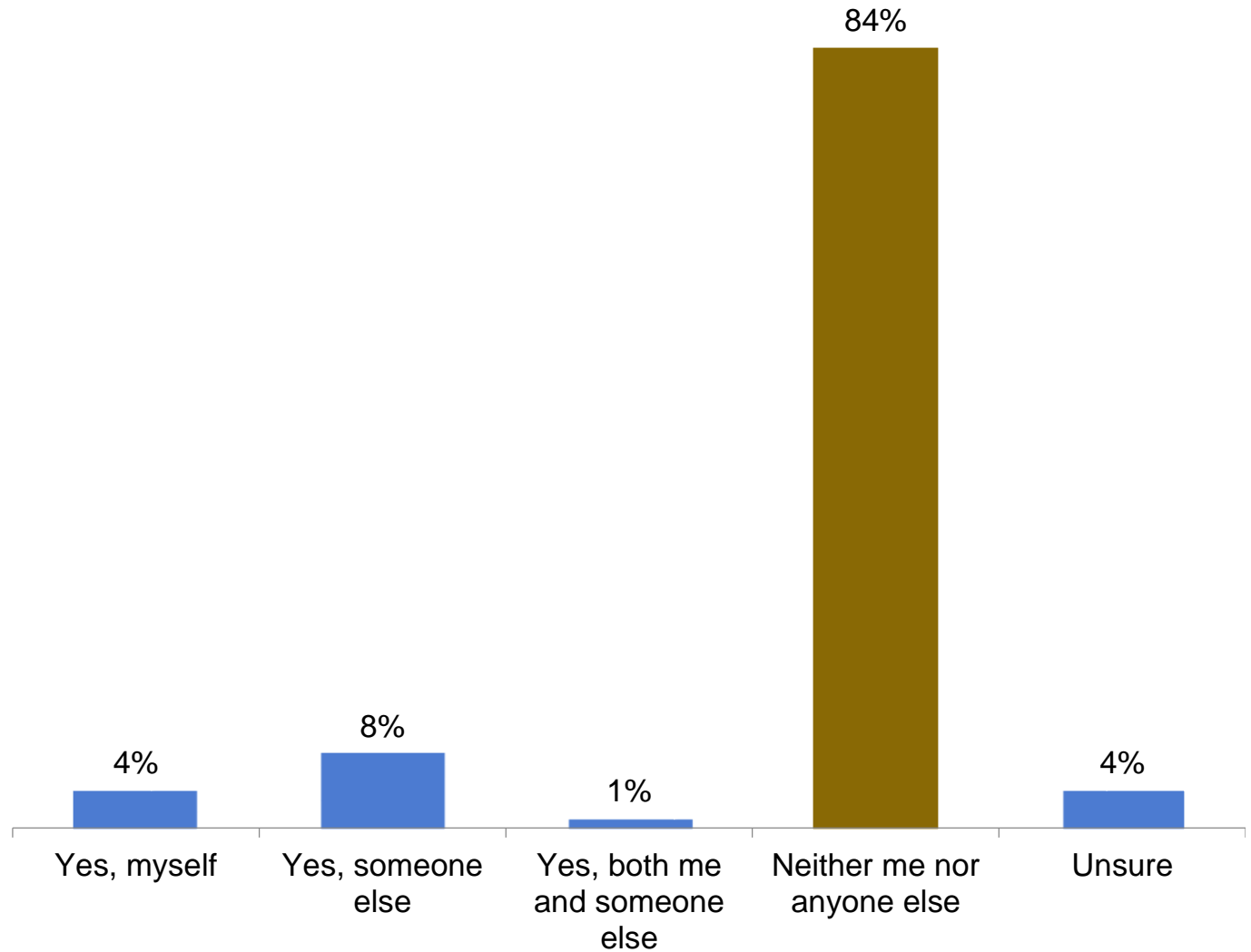
Q9. “..... Would you personally be willing to offer yourself as a volunteer for this type of volunteer firefighting operation?”

Q.10 “... do you know anyone who would meet these qualifications and who you think might be interested in becoming a North Whiteshell volunteer firefighter?”

N=503

Base: All respondents

Unduplicated response



KEY TAKEAWAYS

- Survey participation was robust with a 32% response rate.
- Survey representation was nearly perfect and that the completion of surveys by lake closely mirrors the actual proportion of cottagers residing in each sub-region.
- A strong and indisputable consensus is evident when cottagers were asked if they support a voluntary fire department in the North Whiteshell. Overall, eight-in-ten cottagers in the region favour the creation of such a service.

LEAVE BEHINDS

- **PowerPoint deck**
- **Survey questionnaire**
- **Detailed tabular results**
- **Confidential list of potential donors and volunteers**

QUESTIONS?

