



2009 DURACELL FIRE SAFETY STUDY

- Summary of National and Alberta Results -

We have a smoke alarm outside every bedroom.

National	31%
Alberta	35%

We have a smoke alarm on every level of the house.

National	77%
Alberta	85%

All of our home smoke alarms are less than 10 years old.

National	60%
Alberta	63%

We remember to change the batteries in our home smoke alarms at least once a year.

National	57%
Alberta	49%

We test our home smoke alarms once a month to ensure they are working properly.

National	22%
Alberta	26%

We have working flashlights to use during power outages.

National	71%
Alberta	74%

We have a working fire extinguisher in the kitchen.

National	44%
Alberta	39%

We have a working fire extinguisher near the furnace.

National	19%
Alberta	26%

We have a fire escape plan for our house.

National	31%
Alberta	33%

As a family, we practice a home fire drill at least once a year.

National	6%
Alberta	7%

None of the above.

National	5%
Alberta	1%

The eighth annual Duracell Fire Safety Survey was conducted by Angus Reid Strategies on July 16, 2009 with a randomly selected, representative sample of 1,007 adult Canadians who are Angus Reid Forum panelists. The margin of error—which measures sampling variability—is +/- 3.1%, 19 times out of 20. The results of this online survey have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.