



Millward Brown IMS

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Fireworks Research

Presented to
The Department of Justice,
Equality and Law Reform

By



Millward Brown IMS

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Presentation Structure

- ✚ Introduction
 - Research Objectives
 - Methodology
 - Sample Profile
- ✚ Research Findings
- ✚ Implications



Introduction



Research Objectives

- ✦ Assess reaction to current Firework Policy, and gain public's view on whether current policy should be strengthened
- ✦ Measure the extent to which the public regards fireworks as a public nuisance.
- ✦ Measure public reaction to the liberalisation of firework sales and the degree deemed appropriate, and measure public perceptions of the effects of liberalisation.
- ✦ Assess public's view of what types of outlets should be allowed to carry fireworks, taking into account the category of fireworks.
- ✦ Determine whether public believe fireworks should have certain time restrictions, taking into account the category of fireworks.
- ✦ Measure public opinion regarding age restrictions.

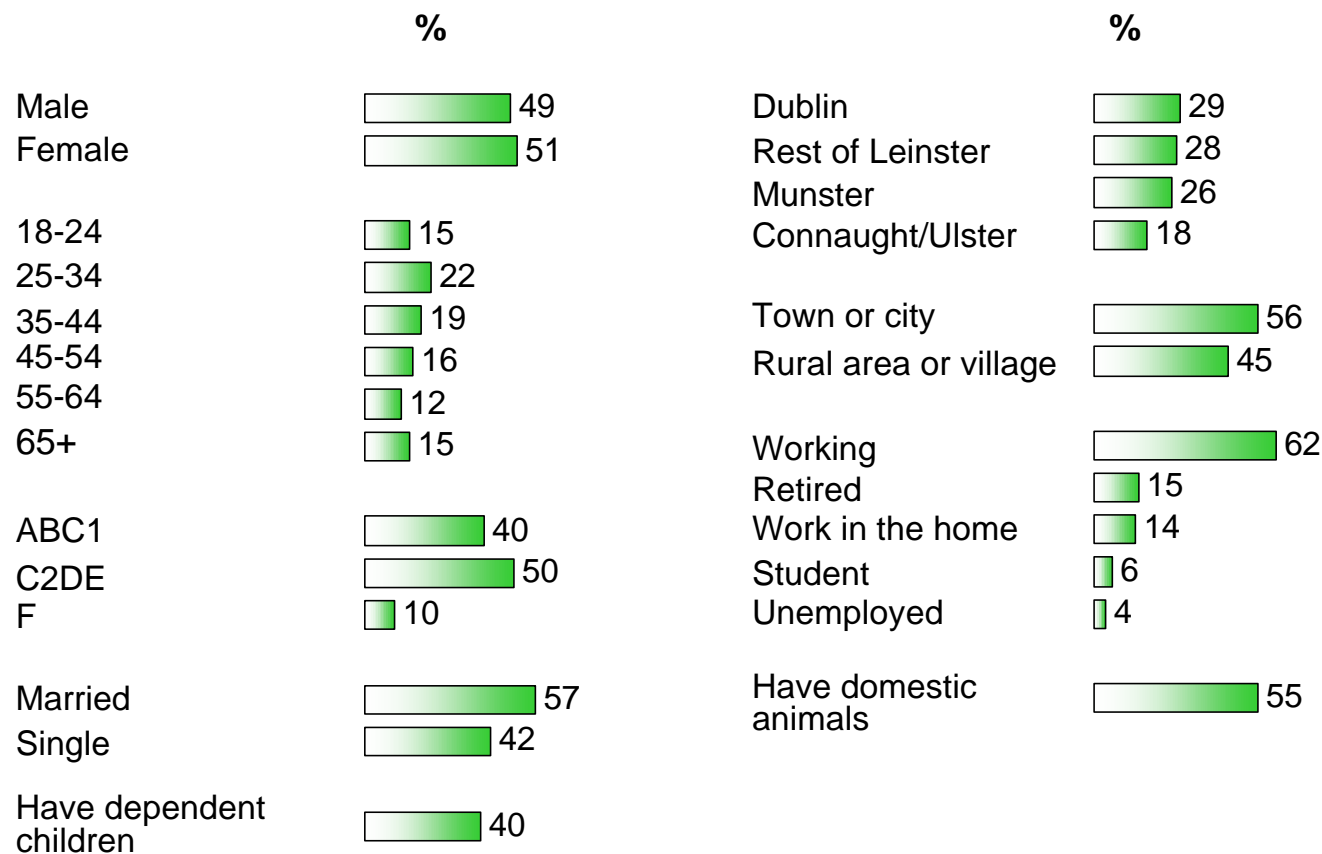


Methodology

- ✚ Telephone survey of 500 adults aged 18+.
- ✚ Strict quota controls set on age, gender, region and social class in order to ensure a nationally representative sample was interviewed.
- ✚ Margin of error +/-5.0% at 95% confidence level.
- ✚ Fieldwork: 3rd-20th October 2005.



Sample Profile



Base: All adults (n=500)



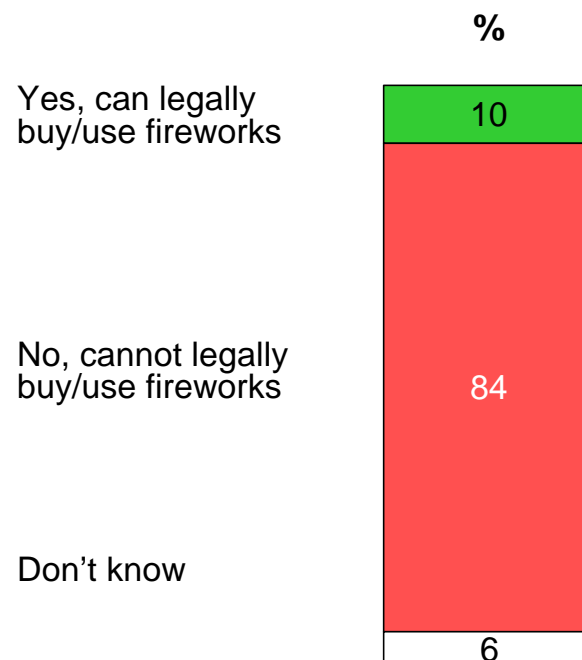
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Research Findings



Understanding of Current Legislation

Q. As far as you know, can a member of the public legally buy or use fireworks in the Republic of Ireland or not?



- The vast majority (84%) of Irish adults believe that fireworks cannot be legally purchased and used in Ireland.

- Those who believe they can be purchased legally are more likely to be aged 65+.

- Those aged 65+ were also more likely to respond 'don't know'.

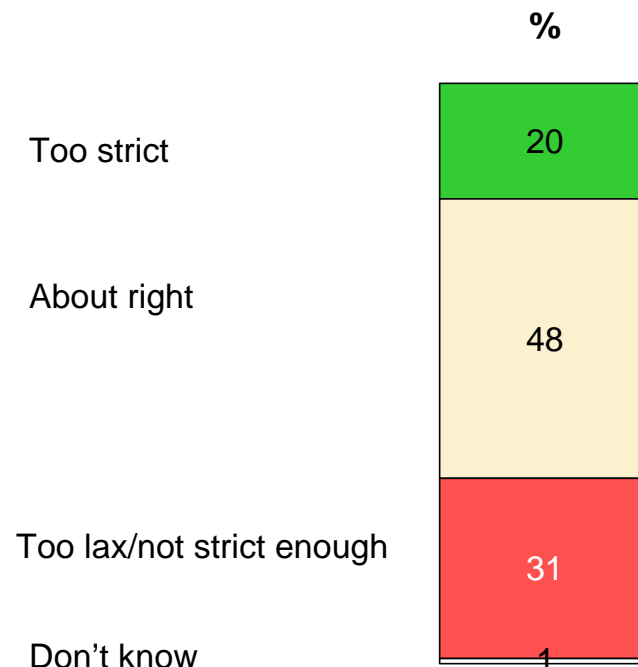
Base: All adults (n=500)



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Impressions of Current Policy

Q. The public cannot currently legally buy fireworks in the Republic of Ireland, do you think this policy is...



- Just over three in ten consider current policy to be too lax. They are more likely to be female (40%), those aged over 50 (45%), and those in farming households (40%).

- Those who consider current policy to be too strict are more likely to be males (30%), the under-35s (28%), and those living in Dublin (30%).

Base: All adults (n=500)



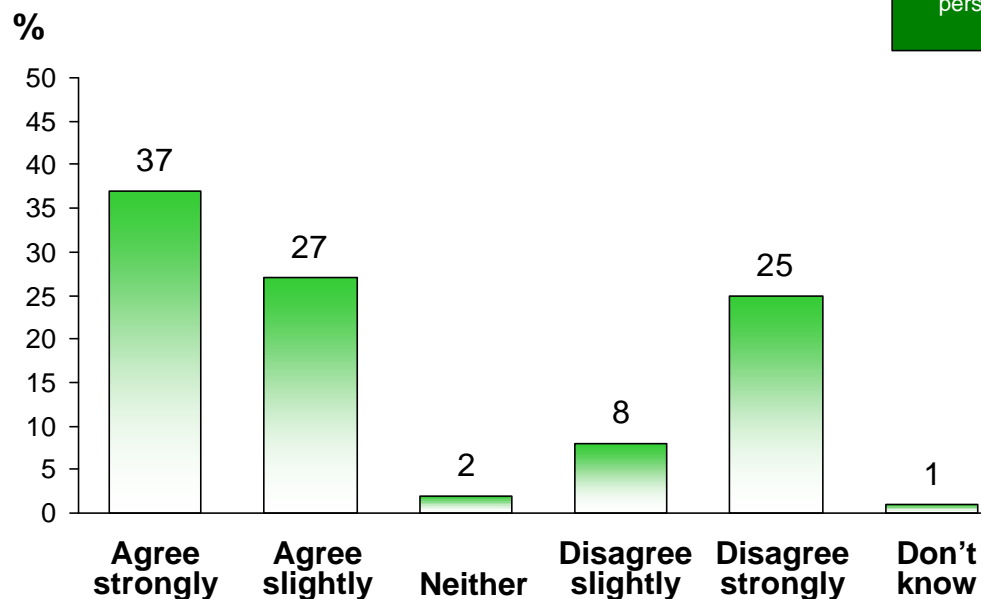
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Legalisation of Category 1 Fireworks

Q. Thinking of Category 1 fireworks only to what extent do you agree or disagree that Category 1 fireworks should be legally available for sale in Ireland? Do you...

Definition of Category 1 Fireworks:

Category 1 fireworks are intended for use in confined areas, such as inside domestic buildings. They include sparklers, party poppers and other fireworks, which if used properly should not cause injury to people within 1 metre, or in the case of hand held fireworks, the person holding them should not be injured.



- Sixty-four percent of Irish adults agree that Category 1 fireworks should be legally available for sale in Ireland.
- Among those with dependent children, agreement rises to 70%.
- Those who disagreed were more likely to be females (38%), those aged 50+ (52%), and those living in Connaught/Ulster (44%).

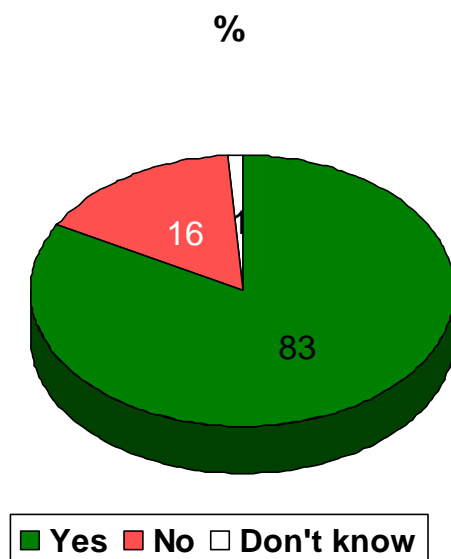
Base: All adults (n=500)



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Category 1: Age Restrictions

Q. If Category 1 fireworks were legally available to purchase by the general public, do you think their sale should be limited to the over-18s only?



- The vast majority of Irish adults believe that Category 1 fireworks, if legalised, should be subject to age restrictions.

- Those who disagreed were more likely to be males (23%), and those aged 18-24 (33%).

Base: All adults (n=500)



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Category 1: Retail Restrictions

Q. If Category 1 fireworks were legally available for sale, do you think they should be sold only by licensed specialised stores or should they be sold by any type of shop or retailer?



- Seventy-six percent of Irish adults believe that Category 1 fireworks, if legalised, should only be sold through licensed specialised stores.
- This was particularly evident among females, those aged 35+, and those living in Munster.
- Those who favoured sale from any retailer or shop were more likely to be males, the under 35s, and those living in Dublin.

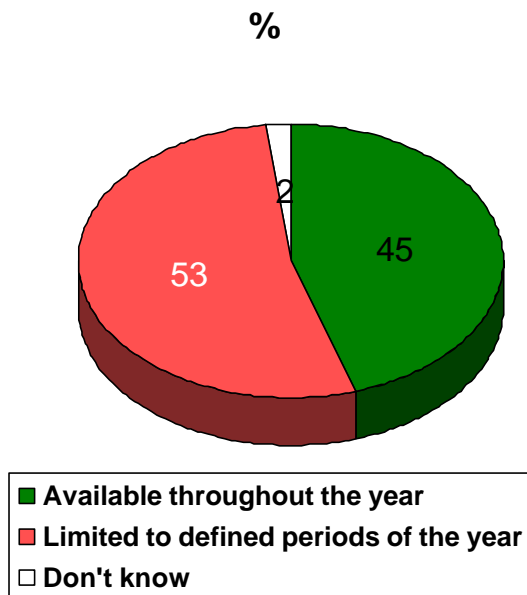
Base: All adults (n=500)



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Category 1: Time Restrictions

Q. If Category 1 fireworks were legally available for sale, do you think they should be available for sale throughout the year or limited to certain defined periods of the year, for example, a two-week period prior to Hallowe'en or New Year?



- A slight majority believe that the sale of Category 1 fireworks, if legalised, should be limited to defined periods of the year.
- This was particularly evident among females (60%), the over 50s (65%), and those classified as C2DEs (61%) or farmers (66%).
- Males, the under-35s, ABC1s, those living in Dublin, and those with dependent children, were more likely to say that they should be available throughout the year

Base: All adults (n=500)



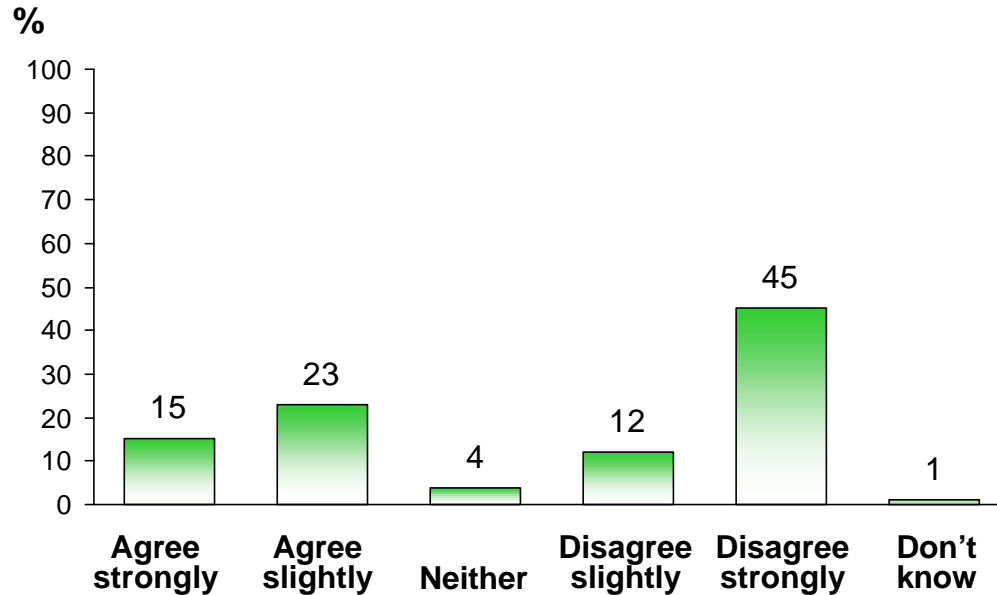
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Category 2: Legalisation

Q. Thinking of Category 2 type fireworks only to what extent do you agree or disagree that Category 2 fireworks should be legally available for sale in Ireland? Do you...

Definition of Category 2 Fireworks:

Category 2 fireworks are intended for outdoor use in confined areas, such as domestic gardens. They include bangers, small rockets and small roman candles. They are generally more powerful and hazardous than Category 1 fireworks.



- Thirty-eight percent of Irish adults agree and 57% disagree that Category 2 fireworks should be legally available for sale in Ireland

- Disagreement was found to be highest among females, those aged 35+, and those living in Connaught/Ulster or Leinster (excluding Dublin)

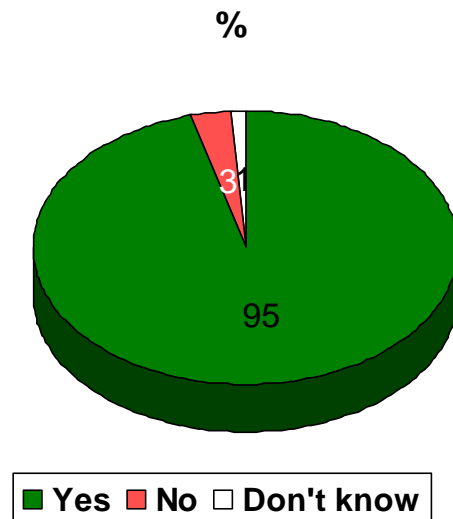
Base: All adults (n=500)



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Category 2: Age Restrictions

Q. If Category 2 fireworks were legally available to purchase by the general public, do you think their sale should be limited to the over-18s only?



- There is almost universal agreement that, if Category 2 fireworks were legalised, their sale should be limited to the over-18s only.

- Only 3% of respondents disagreed.

Base: All adults (n=500)



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Category 2: Retail Restrictions

Q. If Category 2 fireworks were legally available for sale, do you think they should be sold only by licensed specialised stores or should they be sold by any type of shop or retailer?



- The vast majority believe that, if Category 2 fireworks were legally available for sale, they should only be sold by licensed specialised stores.

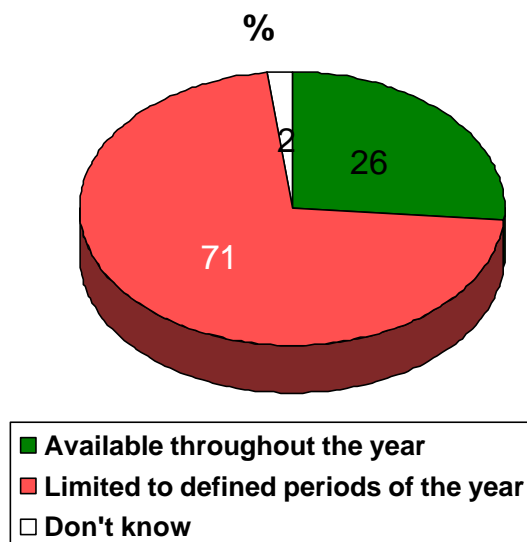
Base: All adults (n=500)



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Category 2: Time Restrictions

Q. If Category 2 fireworks were legally available for sale, do you think they should be available for sale throughout the year or limited to certain defined periods of the year, for example, a two-week period prior to Hallowe'en or New Year?



- If Category 2 fireworks were legally available for sale, the public appear to prefer that their sale be limited to defined periods of the year rather than having them available throughout the year.

- This was especially evident among females, the over 35s, and those living in Connaught/Ulster or Leinster (excluding Dublin).

Base: All adults (n=500)



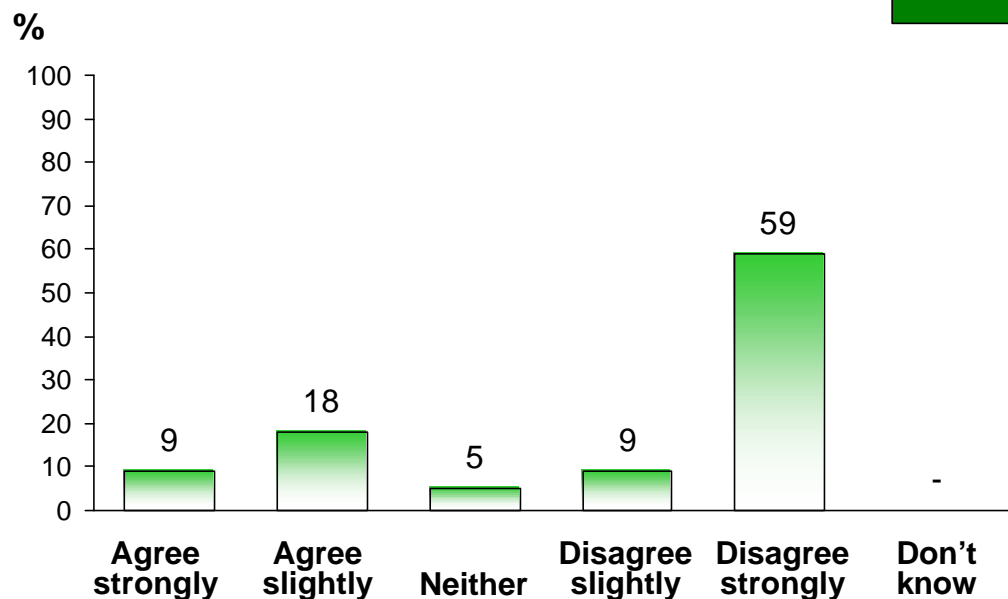
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Legalisation of Category 3 Fireworks

Q. Thinking of Category 3 type fireworks only to what extent do you agree or disagree that Category 3 fireworks should be legally available for sale in Ireland? Do you...

Definition of Category 3 Fireworks:

Category 3 fireworks are intended for use outdoors in large open areas, such as green areas or public parks. They include large bangers, large rockets, large roman candles and shells fired from mortars. They are more powerful and hazardous than Category 2 fireworks.



- Sixty-eight percent of Irish adults disagree and 27% agree that Category 3 fireworks should be legally available for sale in Ireland.

- Those who strongly agreed were more likely to be male (15%), those aged 18-24 (18%), C2DEs (13%), and those living in Dublin (15%).

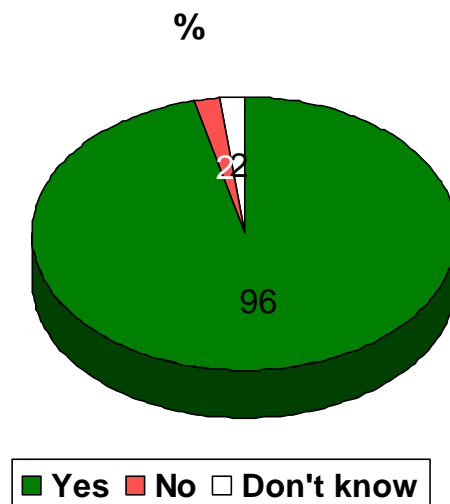
Base: All adults (n=500)



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Category 3: Age Restrictions

Q. If Category 3 fireworks were legally available to purchase by the general public, do you think their sale should be limited to the over-18s only?



- There is almost universal agreement that Category 3 fireworks, if legalised, should be restricted to over-18s only.

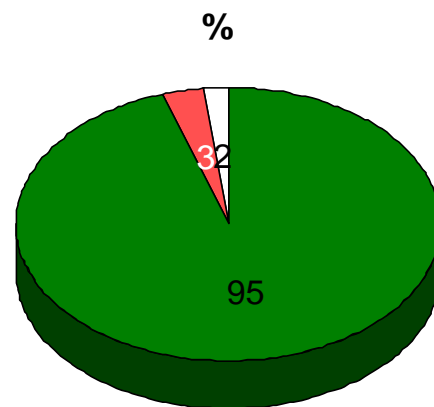
Base: All adults (n=500)



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Category 3: Retail Restrictions

Q. If Category 3 fireworks were legally available for sale, do you think they should be sold only by licensed specialised stores or should they be sold by any type of shop or retailer?



■ Licensed specialised store
■ Any retailer or shop
□ Don't know

- There is a similarly high level of agreement that, if Category 3 fireworks are legalised, their sale should be limited to licensed specialised stores and not available from any retailer or shop.

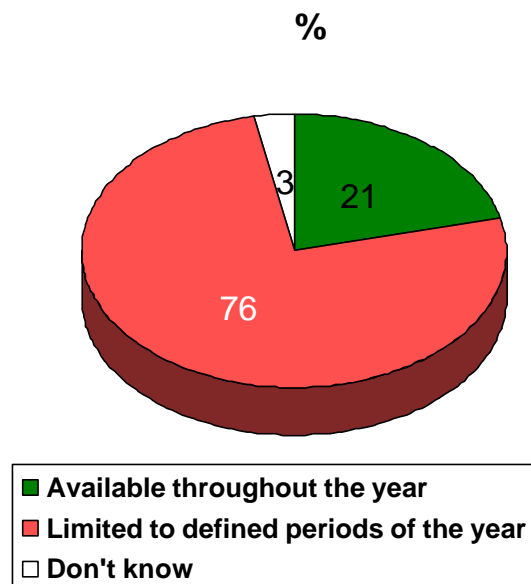
Base: All adults (n=500)



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Category 3: Time Restrictions

Q. If Category 3 fireworks were legally available for sale, do you think they should be available for sale throughout the year or limited to certain defined periods of the year, for example, a two-week period prior to Hallowe'en or New Year?



- Just over three in four think that Category 3 fireworks, if legalised, should only be available during defined periods of the year.
- Those who felt that they should be available throughout the year were more likely to be males (28%), the under 35s (30%), and those living in Dublin (27%).

Base: All adults (n=500)



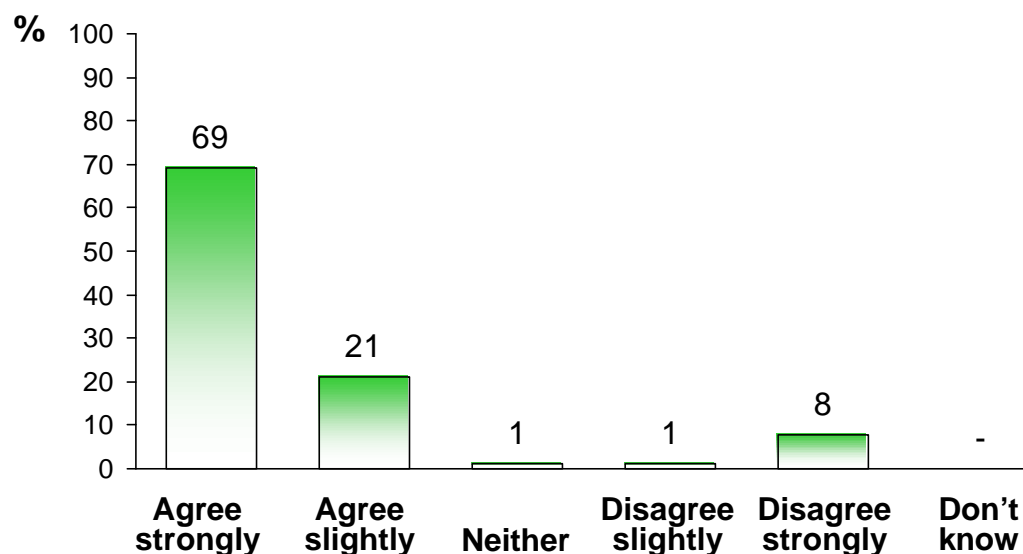
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Category 4

Q. Thinking of Category 4 fireworks only, to what extent do you agree or disagree that displays using Category 4 fireworks should be continued to be allowed for events such as weddings, concerts, local festivals, and large public displays such as St. Patrick's Day and New Year's Eve? Do you...

Definition of Category 4 Fireworks:

Category 4 fireworks are not intended for sale to the public, but are intended for professional use only by persons with specialist knowledge. They include very large rockets and shells, and indoor theatrical pyrotechnics used as special effects in concerts. Such fireworks are currently permitted to be imported for organised displays by professional operators for events such as pop concerts, weddings, local festivals and large public display events, such as the Skyfest in Dublin.



- There is a high level of public support for firework displays to be permitted at both public and privately-organised events, such as weddings and concerts.
- Ninety-percent of adults agreed and only 9% disagreed.
- Disagreement was highest among those living in farming households at 22%.

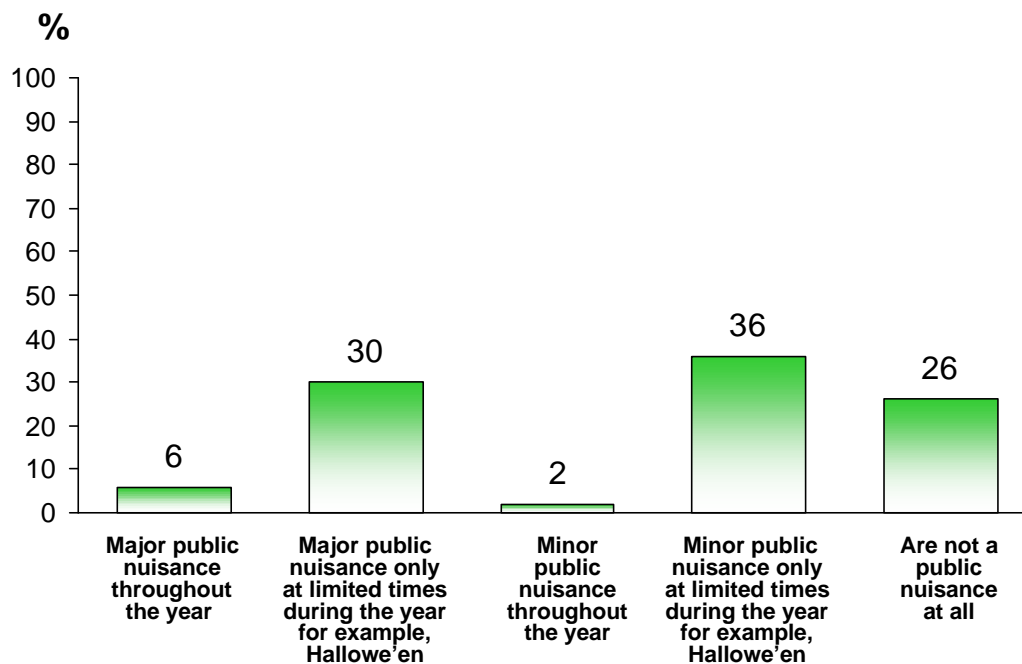
Base: All adults (n=500)



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Nuisance Factor

Q. In the area where you live, to what extent do you think fireworks are a public nuisance?



- Three in ten Irish adults consider fireworks to be a major public nuisance at limited times during the year. This was especially evident among those living in Dublin (39%).
- A further 36% consider fireworks to be a minor public nuisance at limited times during the year. This was also higher in Dublin at 43%.
- Those who consider fireworks not to be a public nuisance at all were more likely to be living in a rural area or village.

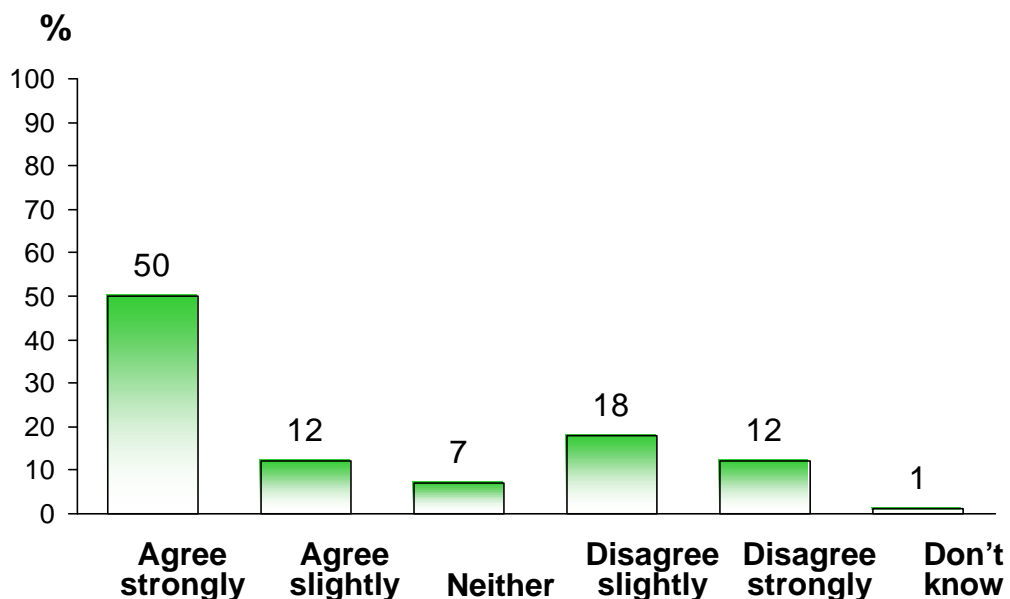
Base: All adults (n=500)



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Banning of Bangers

Q. To what extent do you agree or disagree that bangers, of any Category, should be banned altogether? Do you..



- Fifty percent of Irish adults strongly agree and a further 12% agree slightly that bangers of any category should be banned altogether.
- Only 12% strongly disagreed. Males, 25-34 year olds, and those living in Dublin were most likely to disagree.
- Agreement was highest among females, those aged 35-49, and those in farming households.

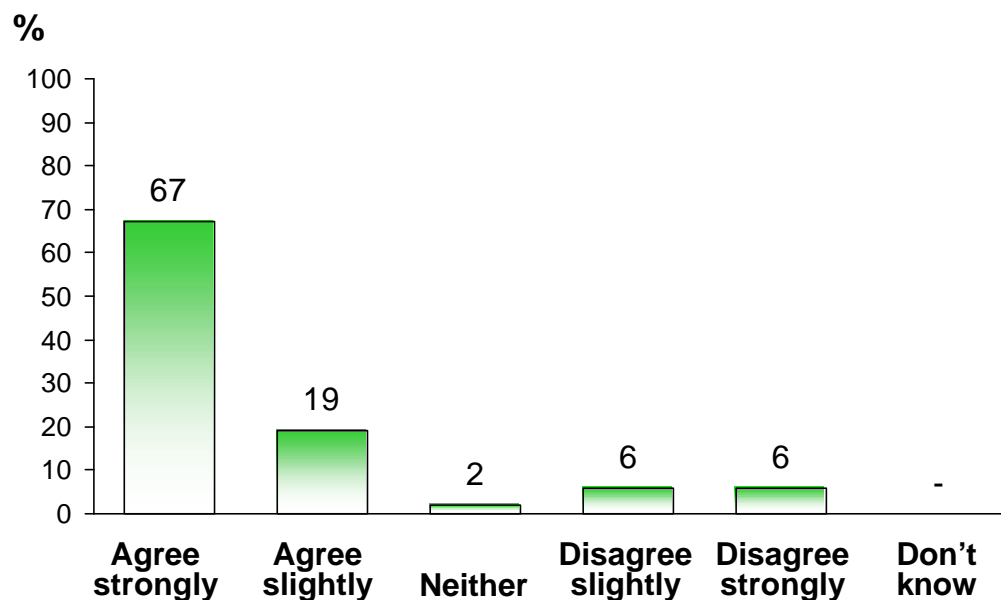
Base: All adults (n=500)



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Impact on the Elderly

Q. To what extent do you agree or disagree with the following statement:
“More liberal availability of fireworks would cause additional distress to the elderly.”



- Eighty-five percent of Irish adults agree that more liberal availability of fireworks would cause additional distress to the elderly.
- Agreement was particularly high among females, the over-35s, and those living in Leinster (excluding Dublin).

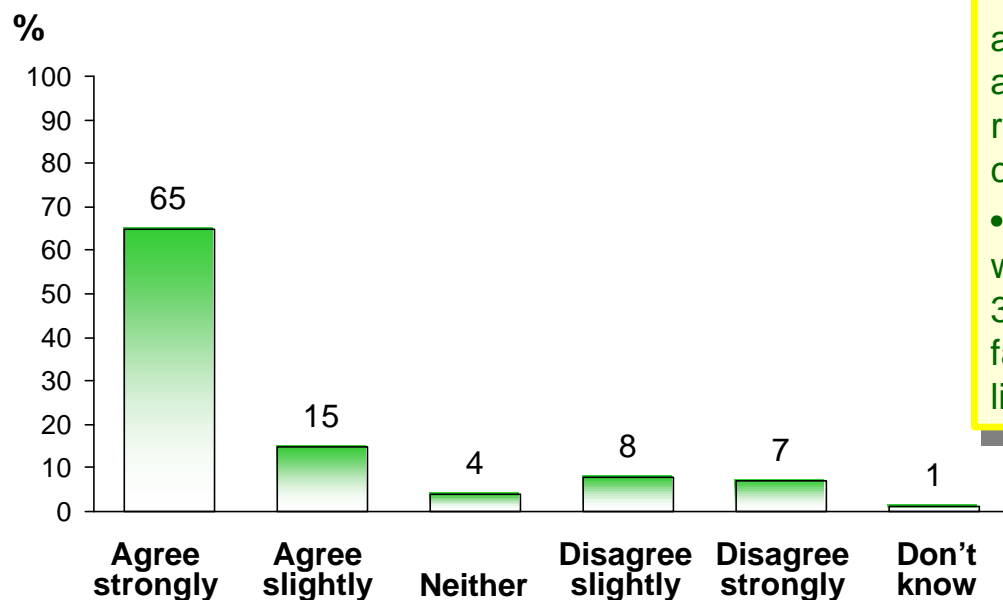
Base: All adults (n=500)



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Injuries to Children

Q. To what extent do you agree or disagree with the following statement:
“The legalisation of any types of fireworks will result in more injuries to children.”



- Eight in 10 Irish adults agree that legalisation of any types of fireworks will result in more injuries to children.
- Those who disagreed were more likely to be 25-34 year olds, and those in favour of greater liberalisation.

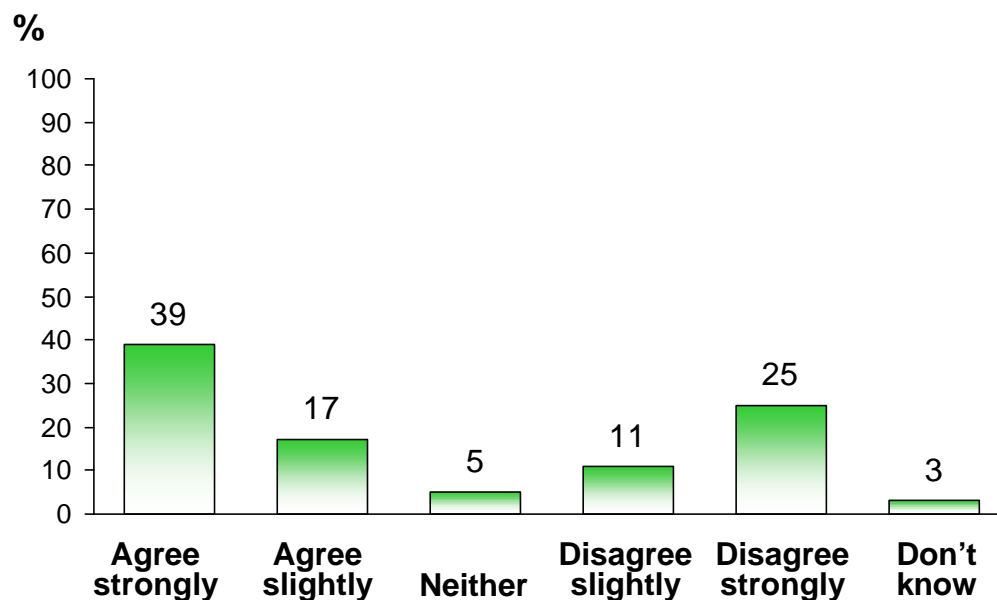
Base: All adults (n=500)



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Quality of Fireworks

Q. To what extent do you agree or disagree with the following statement:
“If the sale of certain fireworks was legalised, poor quality and dangerous fireworks
would no longer be available.”



- Opinions are quite polarised on whether the legalised sale of fireworks would impact on the availability of poor quality and dangerous fireworks.
- 56% agreed that they would no longer be available, while 36% disagreed.
- If greater liberalisation is to occur, this is an important issue to address to minimise public confusion

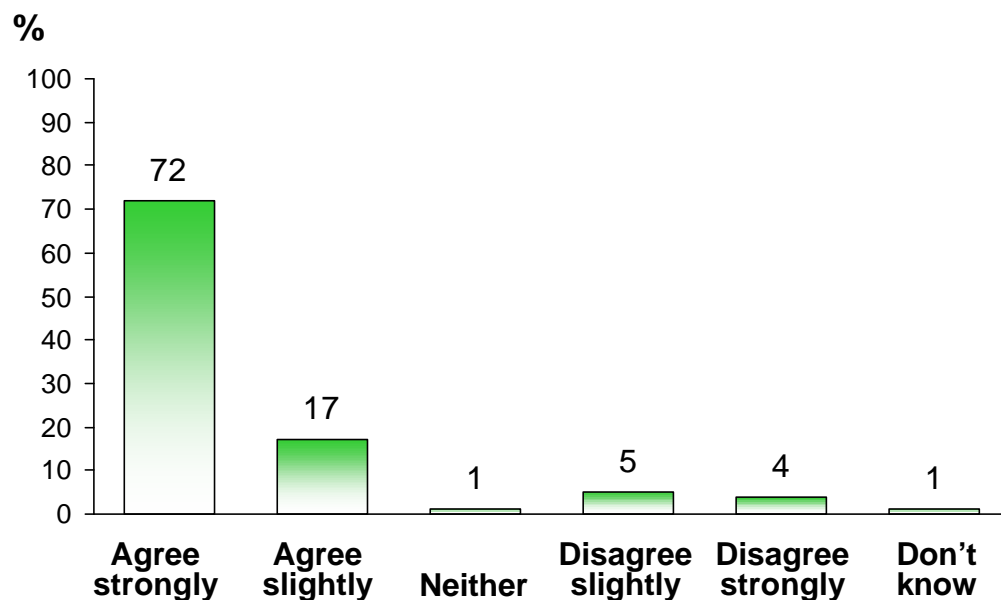
Base: All adults (n=500)



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Impact on Pets and Farm Animals

Q. To what extent do you agree or disagree with the following statement:
“More liberal availability of fireworks would cause additional distress to
pets and farm animals.”



- The vast majority agree that more liberal availability of fireworks would cause additional distress to pets and farm animals.
- It is interesting to note that agreement is marginally higher on this issue than it is on causing additional distress to the elderly or greater injuries to children.

Base: All adults (n=500)



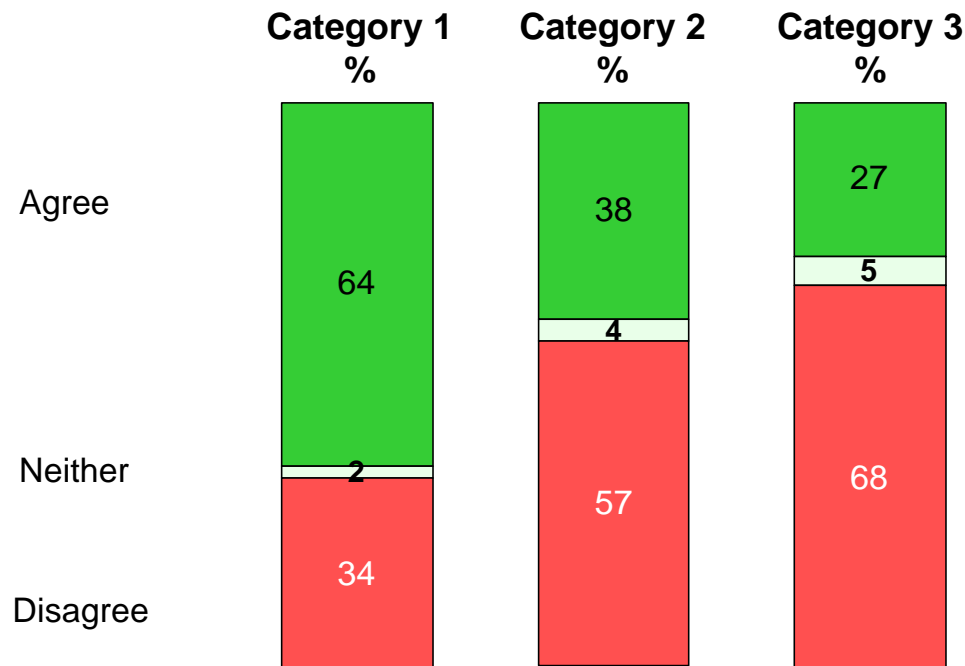
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Summary Findings



Legalisation Across Categories

Q. Should fireworks be legally available for sale in Ireland?



- On the whole, it appears that public opinion is largely in favour of Category 1 fireworks being legalised, while most would support a ban on Category 3 fireworks.
- Opinion is somewhat more split in relation to Category 2, suggesting that the public would be happy with some form of Category 2 fireworks being legalised.

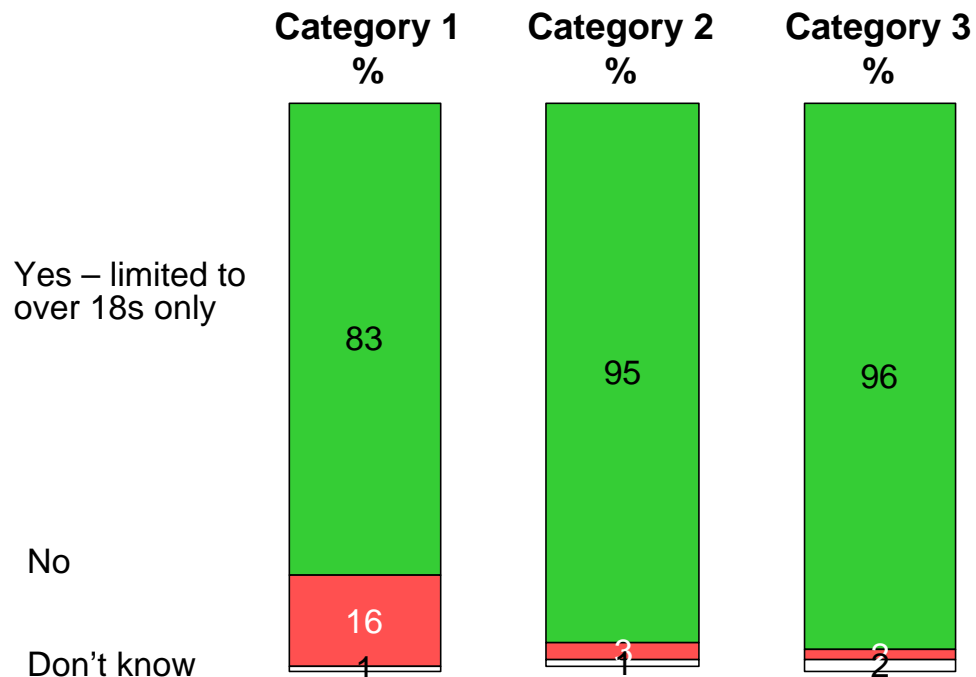
Base: All adults (n=500)



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Age Restrictions

Q. Should the sale of fireworks be limited to over 18s only?



- If Category 2 or 3 were to be legalised the public would wholeheartedly support limiting their sale to over-18s only.
- There is a small level of support for having Category 1 accessible to the under-18s, but the majority would be against it.

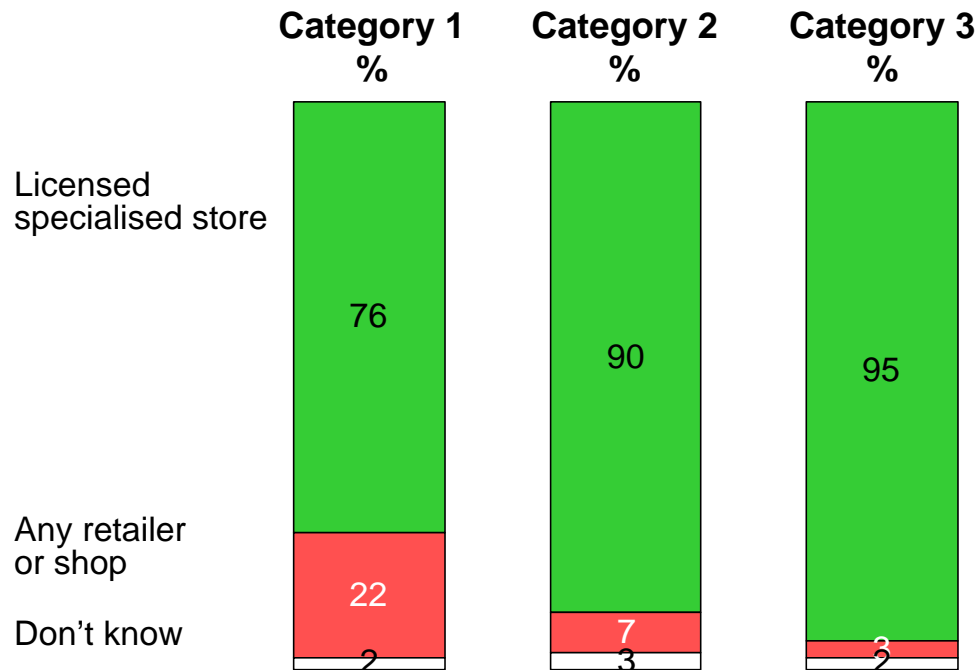
Base: All adults (n=500)



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Retail Restrictions

Q. If fireworks were legally available for sale, do you think they should be sold only by licensed specialised stores or should they be sold by any type of shop or retailer?



- A minority would accept if Category 1 were available from any retailer or shop, although a high majority would prefer that they only be sold through licensed specialised stores.
- There would be minimal public acceptance of Category 2 or 3 being widely available from unregulated providers.

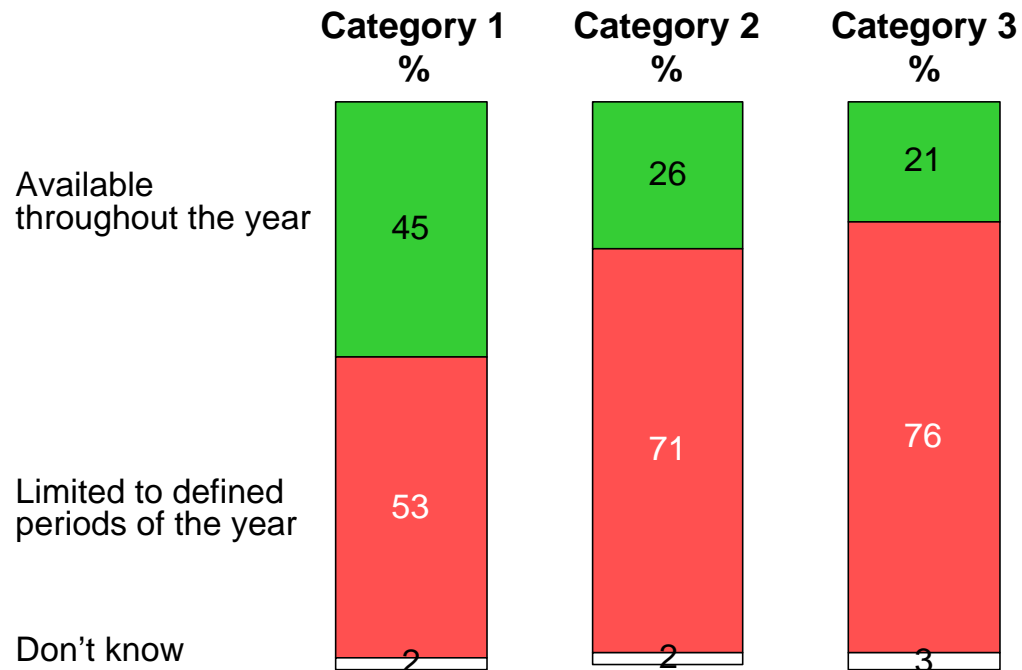
Base: All adults (n=500)



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Time Restrictions

Q. If fireworks were legally available for sale, do you think they should be available for sale throughout the year or limited to certain defined periods of the year, for example, a mid week period prior to Hallowe'en or New Year?



- Most would prefer that Category 2 and 3 fireworks, if legalised, would only be available during defined periods of the year.
- There is more openness to allowing Category 1 fireworks to be available throughout the year

Base: All adults (n=500)



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Conclusions



Conclusions - I

- Most adults have an understanding that fireworks are currently not legally available for sale in Ireland.
- While public firework displays appear to be welcome and appreciated by the vast majority, few are keen on certain Categories and types of fireworks being freely available for sale to individuals throughout the year.
- Fireworks are regarded as a public nuisance by most, although this is generally limited to specific periods of the year i.e. Hallowe'en. Their impact on children, the elderly, and on animals is also a particular concern.
- When probed in more detail about specific firework categories it is clear that different categories warrant different approaches.
- On the whole, public opinion is in favour of Category 1 fireworks being legally available for sale. However, there is a strong preference for limiting their sale to the over-18s only and restricting their sale to licensed specialised stores. A slight majority believe that Category 1 fireworks should be available throughout the year and not restricted to specific time periods.
- A slight majority are against Category 2 fireworks being legally available for sale. Given that opinion is quite split on this issue, there may be an opportunity for legalising some Category 2 fireworks but banning others (e.g. bangers).
- If any Category 2 fireworks are to be legalised, the public firmly support age and time restrictions, as well as controlling retail outlets.



Conclusions - II

- A majority would support the continued ban on Category 3 fireworks and would probably welcome greater enforcement of the ban.
- There is a strong level of support for a complete ban on bangers across all Categories.
- There is support for the continued use of Category 4 fireworks by professionals for public and private displays.
- If any changes in legislation are to occur, and legislation is relaxed with regard to the sale of any firework Categories, the impact on the quality and safety of fireworks for sale in Ireland should be clarified. The public appear confused about the likely impact it could have.

On an overall basis it appears that the public would support relaxation of importation controls on Category 1 fireworks and on some Category 2 fireworks, along with increased enforcement against the importation, sale, and distribution of Category 3 fireworks.





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Thank You

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