

Despite Being Most Worried About Fire In Their Home, Only 56% Of Homeowners Have a Fire Escape Plan for Their Family

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Toronto, ON – According to a new Ipsos Reid poll conducted on behalf of RBC Insurance, when it comes to insuring their home, more insured Canadian homeowners are concerned about the possibility of fire (78%) as opposed to theft (15%) or flood and water damage (7%).

Despite this concern, only 56% of insured Canadian homeowners indicate that they have an 'escape plan' for their family in the event of a fire. Moreover, one-half (51%) of those that do have a plan say that they've never practiced the plan, while 28% practiced it over a year ago, and just 22% have practiced it within the past year.

On a more positive note, almost all (99%) report that they have one or more smoke detectors in their home. Still, only seven in ten (71%) have a fire extinguisher, and less than half (47%) have a carbon monoxide detector. Just four in ten (38%) have a fire box for protecting documents and valuables from a fire.

These are the findings of an Ipsos Reid poll conducted on behalf of RBC Insurance from August 5 to August 8, 2008. This online survey of 1136 insured Canadian homeowners was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3 percentage points, 19 times out of 20, of what the results would have been had the entire population of insured home owners in Canada been polled.

For more information on this news release, please contact:

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