

## RBC Insurance Smoke Detector / Fire Study

## Detailed tables

**Q3. [Rank 1 Summary] People obtain home insurance for a number of different reasons. Please, rank the following reasons for getting home insurance from 1 to 3, where 1 is the possibility that worries you the most and 3 is the possibility that worries you the least.**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J - K/L - M/N

\* small base

		Age			Gender		Region					Type of residence		Children under 18 in HH	
	Total	Under 45	45-54	55+	Male	Female	BC	Alb/Man/ Sk	Ont	Que	Atl	Condo	House/townhouse	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1136	297	253	586	751	385	173	186	441	245	91*	107	940	235	901
Fire	889	208	202	479	593	296	132	147	347	180	83	69	748	186	703
	78%	70%	80%	82%	79%	77%	76%	79%	79%	73%	91%	64%	80%	79%	78%
		A	A								FGHI		K		
Theft	168	61	37	70	115	53	30	28	61	42	7	21	135	33	135
	15%	21%	15%	12%	15%	14%	17%	15%	14%	17%	8%	20%	14%	14%	15%
		C					J			J					
Flood and water damage	79	28	14	37	43	36	11	11	33	23	1	17	57	16	63
	7%	9%	6%	6%	6%	9%	6%	6%	7%	9%	1%	16%	6%	7%	7%
						D			J	J		L			

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**Q3\_1. [Fire] People obtain home insurance for a number of different reasons. Please, rank the following reasons for getting home insurance from 1 to 3, where 1 is the possibility that worries you the most and 3 is the possibility that worries you the least.**

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J - K/L - M/N

\* small base

		Age			Gender		Region					Type of residence		Children under 18 in HH	
	Total	Under 45	45-54	55+	Male	Female	BC	Alb/Man/ Sk	Ont	Que	Atl	Condo	House/townhouse	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Fire															
Base: All respondents	1136	297	253	586	751	385	173	186	441	245	91*	107	940	235	901
1 - Worries the Most	889	208	202	479	593	296	132	147	347	180	83	69	748	186	703
	78%	70%	80%	82%	79%	77%	76%	79%	79%	73%	91%	64%	80%	79%	78%
2		A	A								FGHI		K		
	194	66	42	86	124	70	31	36	73	48	6	29	151	37	157
3 - Worries the Least	17%	22%	17%	15%	17%	18%	18%	19%	17%	20%	7%	27%	16%	16%	17%
		C					J	J	J	J		L			
	53	23	9	21	34	19	10	3	21	17	2	9	41	12	41
	5%	8%	4%	4%	5%	5%	6%	2%	5%	7%	2%	8%	4%	5%	5%
		BC					G			G					
Summary															
Rank 1/ 2	1083	274	244	565	717	366	163	183	420	228	89	98	899	223	860
	95%	92%	96%	96%	95%	95%	94%	98%	95%	93%	98%	92%	96%	95%	95%
		A	A												
								FI							

**Q3\_2. [Flood and water damage] People obtain home insurance for a number of different reasons. Please, rank the following reasons for getting home insurance from 1 to 3, where 1 is the possibility that worries you the most and 3 is the possibility that worries you the least.**

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J - K/L - M/N

\* small base

		Age			Gender		Region					Type of residence		Children under 18 in HH	
	Total	Under 45	45-54	55+	Male	Female	BC	Alb/Man/ Sk	Ont	Que	Atl	Condo	House/townhouse	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Flood and water damage															
Base: All respondents	1136	297	253	586	751	385	173	186	441	245	91*	107	940	235	901
1 - Worries the Most	79	28	14	37	43	36	11	11	33	23	1	17	57	16	63
	7%	9%	6%	6%	6%	9%	6%	6%	7%	9%	1%	16%	6%	7%	7%
2						D			J	J		L			
	363	105	77	181	234	129	61	59	148	57	38	37	307	81	282
3 - Worries the Least	32%	35%	30%	31%	31%	34%	35%	32%	34%	23%	42%	35%	33%	34%	31%
							I		I		I				
	694	164	162	368	474	220	101	116	260	165	52	53	576	138	556
	61%	55%	64%	63%	63%	57%	58%	62%	59%	67%	57%	50%	61%	59%	62%
Summary															
Rank 1/ 2	442	133	91	218	277	165	72	70	181	80	39	54	364	97	345
	39%	45%	36%	37%	37%	43%	42%	38%	41%	33%	43%	50%	39%	41%	38%
		BC							I			L			

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**Q3\_3. [Theft] People obtain home insurance for a number of different reasons. Please, rank the following reasons for getting home insurance from 1 to 3, where 1 is the possibility that worries you the most and 3 is the possibility that worries you the least.**

Proportions/Means: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J - K/L - M/N

\* small base

	Total	Age			Gender		Region					Type of residence		Children under 18 in HH	
		Under 45	45-54	55+	Male	Female	BC	Alb/Man/ Sk	Ont	Que	Atl	Condo	House/townhouse	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Theft															
Base: All respondents	1136	297	253	586	751	385	173	186	441	245	91*	107	940	235	901
1 - Worries the Most	168	61	37	70	115	53	30	28	61	42	7	21	135	33	135
	15%	21%	15%	12%	15%	14%	17%	15%	14%	17%	8%	20%	14%	14%	15%
2		C					J			J					
	579	126	134	319	393	186	81	91	220	140	47	41	482	117	462
3 - Worries the Least	51%	42%	53%	54%	52%	48%	47%	49%	50%	57%	52%	38%	51%	50%	51%
		A	A							F			K		
	389	110	82	197	243	146	62	67	160	63	37	45	323	85	304
	34%	37%	32%	34%	32%	38%	36%	36%	36%	26%	41%	42%	34%	36%	34%
							I	I	I		I				
Summary															
Rank 1/ 2	747	187	171	389	508	239	111	119	281	182	54	62	617	150	597
	66%	63%	68%	66%	68%	62%	64%	64%	64%	74%	59%	58%	66%	64%	66%
FGHJ															

## RBC Insurance Smoke Detector / Fire Study

Q5. Please indicate which of the following you have in your home?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J - K/L - M/N

\* small base

## Detailed tables

		Age			Gender		Region					Type of residence		Children under 18 in HH	
	Total	Under 45	45-54	55+	Male	Female	BC	Alb/Man/ Sk	Ont	Que	Atl	Condo	House/townhouse	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: All respondents	1136	297	253	586	751	385	173	186	441	245	91*	107	940	235	901
One or more smoke detectors	1125	294	252	579	746	379	172	183	438	242	90	105	932	232	893
	99%	99%	100%	99%	99%	98%	99%	98%	99%	99%	99%	98%	99%	99%	99%
A fire extinguisher	807	192	184	431	555	252	123	129	313	172	70	68	671	150	657
	71%	65%	73%	74%	74%	65%	71%	69%	71%	70%	77%	64%	71%	64%	73%
			A	A	E										M
An escape plan for you and your family in the event of a fire	641	149	154	338	406	235	107	100	286	89	59	70	531	136	505
	56%	50%	61%	58%	54%	61%	62%	54%	65%	36%	65%	65%	56%	58%	56%
			A	A		D	I	I	GI		I				
A carbon monoxide detector	533	130	116	287	371	162	60	87	301	63	22	30	477	106	427
	47%	44%	46%	49%	49%	42%	35%	47%	68%	26%	24%	28%	51%	45%	47%
					E		I	FIJ	FGIJ				K		
A fire box for protecting documents and valuables from a fire	428	103	94	231	283	145	50	70	167	103	38	30	360	83	345
	38%	35%	37%	39%	38%	38%	29%	38%	38%	42%	42%	28%	38%	35%	38%
									F	F	F		K		
None of the above	3	2	0	1	1	2	0	0	1	1	1	0	3	2	1

## RBC Insurance Smoke Detector / Fire Study

### Q6. Thinking of your home fire escape plan, would you say you...

Proportions/Mean: Columns Tested (5% risk level) - A/B/C - D/E - F/G/H/I/J - K/L - M/N  
 \* small base

## Detailed tables

		Age			Gender		Region					Type of residence		Children under 18 in HH	
	Total	Under 45	45-54	55+	Male	Female	BC	Alb/ Man/ Sk	Ont	Que	Atl	Condo	House/ townhouse	Yes	No
		A	B	C	D	E	F	G	H	I	J	K	L	M	N
Base: Those with an escape plan	641	149	154	338	406	235	107	100	286	89*	59*	70*	531	136	505
Have practiced it within the past year	138	37	30	71	88	50	18	22	64	18	16	21	107	36	102
	22%	25%	19%	21%	22%	21%	17%	22%	22%	20%	27%	30%	20%	26%	20%
Last practiced it over a year ago	178	42	55	81	117	61	32	25	76	25	20	12	159	49	129
	28%	28%	36%	24%	29%	26%	30%	25%	27%	28%	34%	17%	30%	36%	26%
		C										K		N	
Have never practiced it	325	70	69	186	201	124	57	53	146	46	23	37	265	51	274
	51%	47%	45%	55%	50%	53%	53%	53%	51%	52%	39%	53%	50%	38%	54%
				B											M