



# Public Attitudes Towards Fireworks In Scotland: A Representative Omnibus Survey



**CRIME AND JUSTICE**

TITLE: Public attitudes towards fireworks in Scotland

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# Executive Summary

## Background and objectives

The Scottish Government commissioned Progressive to conduct a study on the use and regulation of fireworks in Scotland. The project objectives were to understand the Scottish public's views on increasing control over the sale of fireworks; banning the sale of fireworks to the public; and introducing more control on how fireworks can be used in Scotland.

## Research Method

The research was conducted using Progressive's Scottish Opinion online omnibus, with a representative sample of the Scottish population. Fieldwork took place between 9th and 14th May 2019. A total sample of 1,002 responses was achieved.

## Key findings

### Increasing control over the sale of fireworks in Scotland

- A majority (71%) would welcome an increase in control over the sale of fireworks in Scotland.
- Some sub-groups in the population were more likely than others to **welcome an increase in control** over the sale of fireworks. This includes: **women** compared with men (79% vs. 63%); people living in **Central Scotland**, compared to those living in South Scotland (78% vs. 66%); and those living in **urban areas**, compared to those living in rural areas (74% vs. 62%).
- Similarly, some sub-groups of the population were more likely than others to say they would **not welcome an increase in control** over the sale of fireworks. In particular, **younger respondents** (18-24 year olds) were more likely than all other age groups to say they would **not** welcome greater controls over the sale of fireworks (40% vs 14-21% for other age groups). However, it is important to note that more young people still indicated they were in favour of more control over the sale of fireworks than those who did not (45% of 18-24 year olds were in favour, compared to 40% of 18-25 year olds who were not).

### Banning the sale of fireworks to the public in Scotland

- 58% of respondents said they would support banning the sale of fireworks to the public.
- **Women** were more likely than men to favour a ban (67% vs. 49% for men).
- Some sub-groups in the population were more likely than others to say they would **not welcome a ban**. This includes: **younger respondents** aged 18-24 years old compared to those in older age groups (54% vs. 30% for those

aged 25 years or older); and those **living in rural areas** of Scotland compared to those living in urban areas (43% vs. 31% for urban). However, it is again important to note that more rural respondents were in favour of a ban on the sale of fireworks than those who were not (51% of rural respondents were in favour, compared to 43% of rural respondents who were not).

- Respondents who would welcome a ban highlighted the potential risk of serious injury posed by fireworks, animal safety, and noise/disturbance; while those who would not welcome a ban commented that a ban would infringe on the public's freedom, fireworks provide a lot of fun/joy for many, and most are responsible/few are not.

### **More control on how fireworks can be used in Scotland**

- A majority (68%) said there should be more control on how fireworks can be used in Scotland.
- As previously, some sub-groups of the population were **more supportive of more control over the use of fireworks** than others. This includes: **women** compared with men (75% vs. 59% of men); respondents in the **lower C2DE socio-economic group** compared with the more affluent ABC1's (71% vs. 65% for ABC1); and respondents living in **urban areas** compared to those in rural areas (71% vs. 55% for rural).
- Those who would welcome more control on how fireworks can be used mentioned the risk of danger/injury, animal welfare, and noise/disturbances; while those who would not support greater controls believed the status quo is ok, more control would infringe on the public's freedom, and there should be more focus on policing current laws.

# Background and objectives

## Background

The Scottish Government (SG) has recently completed a public consultation on fireworks to gather information and views on the use and regulations of fireworks in Scotland. The consultation ran from 3 February 2019 to 13 May 2019 and received over 16,500 responses. As part of the consultation, public engagement events were held across Scotland to engage people in more detailed discussions, and reach those who might not choose to respond to a written consultation.

Fireworks are an important part of Scottish celebrations and festivals, from Bonfire Night to Hogmanay. They can bring excitement to special occasions throughout the year. However, fireworks are potentially dangerous and need to be used safely and handled with care to avoid serious injury. For some, the noise made by setting off fireworks can be a nuisance, and the disturbance can cause distress to both people and animals.

While much of the legislation on the sale of fireworks is reserved to Westminster the consultation will help to identify gaps, issues or unintended consequences with the current regulatory framework.

To complement the consultation and provide findings that are representative of people across Scotland, Progressive were commissioned to conduct an online omnibus survey with a representative sample of the Scottish population.

## Aims and objectives

The aim of this research was to explore views on the use and regulation of fireworks with a representative sample of the Scottish population. The specific objectives of the study were to ascertain the Scottish public's views on:

- Increasing control over the sale of fireworks in Scotland;
- Banning the sale of fireworks to the public in Scotland; and
- More control on how fireworks can be used in Scotland.

In addition, the research was required to draw out any variations in attitudes between sub-groups of the Scottish public; for example, differences that arose between respondents of different ages, gender, socio-economic groups, Scottish regions, rurality, and Scottish Index of Multiple Deprivation (SIMD)<sup>1</sup>.

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<sup>1</sup> The Scottish Index of Multiple Deprivation (SIMD) shows where Scotland's most deprived areas are; it is a relative measure of deprivation across small areas in Scotland. It looks at multiple deprivation. 'Deprived' does not just mean 'poor' or 'low income'. It can also mean people have fewer resources and opportunities, for example in health and education. More information on SIMD can be found here <https://www2.gov.scot/Resource/0050/00504809.pdf>.

# Method and sample

## Research method

The research was conducted using a self-completion omnibus survey of the target audience, namely a representative sample of the Scottish population. The omnibus was delivered online using Progressive's *Scottish Opinion Omnibus*, in partnership with YouGov.

The key benefits of using the online omnibus approach were:

- Fast turnaround of fieldwork to comply with timetable of project;
- Highly cost effective way to reach a large representative sample of the Scottish population;
- Survey reaches people across Scotland, including those in remote and rural areas; and
- Self-completion method means that potential social bias in terms of not wishing to verbalise perceived negative or not 'politically correct' attitudes is less likely to be an issue.

The possible limitation of this approach was that the survey was completed by YouGov's online panel, which is made up of people who volunteer and are paid for the surveys they complete. As a result, the panel may under-represent certain sectors of the population, e.g. older people in lower socio-economic groups.

However, we took great care to mitigate any impact of these limitations. The YouGov panel is made up of people of all ages and social grades in order to ensure that it is representative of the Scottish population, and does not show any of the biases that have historically been associated with internet usage. A complex weighting matrix was also applied to any data generated by the omnibus to ensure that it is accurately representative of the Scottish population in terms of demographics and geographical spread across the Scottish regions.

The survey questionnaire was developed by the project team at the SG in collaboration with Progressive, who recommended minor amends based on our experience of running online omnibus projects. YouGov scripted and hosted the survey for online completion. Fieldwork took place between the 9<sup>th</sup> May 2019 and the 14<sup>th</sup> May 2019.

A full technical appendix for this research is available in Appendix A.



## Sample

The target audience was a representative sample of the Scottish population.

Respondents were invited from YouGov's opt-in panel of over 30,000 Scottish adults. The survey used targeted quota sampling to select which participants were invited, as this allowed for demographic targets to be reached efficiently.

Emails were sent to panellists selected at random from the base sample. The email invited them to take part in the survey and provided a generic survey link. Once the panel member clicked on the link, they were sent to the survey. Due to the nature of the sampling (sometimes known as router sampling) and volume of panellist traffic, non-response bias is not something that affects omnibus sampling.

For all projects that are required to be representative of the Scottish population, data is weighted once fieldwork has ended. The sampling and weighting scheme used key demographics including gender, age, socio-economic grouping, location, and education to map out a sample frame that accurately represents the adult population of Scotland. The proportions for each quota group are based on Office of National Statistics (ONS) census data and the Labour Force Survey.

A total sample of 1,002 was achieved.

### Confidence levels

An overall sample size of 1,002 provides a dataset with a margin of error of between  $\pm 0.62\%$  and  $\pm 3.1\%$ , calculated at the 95% confidence level (market research industry standard). This is a robust sample for analysis.

## Analysis and reporting

### Data analysis

Sub-group analysis was conducted by the following groups, and significant differences reported where applicable:

- Gender
- Socio-economic grouping<sup>2</sup> (SEG)
- Age group
- Scottish region
- Scottish Government 2 fold Urban Rural Classification

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<sup>2</sup> Socio-economic group is a classification system based on occupation that enables a household and all its members to be classified according to the occupation of the Chief Income Earner. ABC1 is a combination of the highest three socio-economic groups. C2DE is a combination of the lowest three socio-economic groups.

- Scottish Index of Multiple Deprivation (SIMD)<sup>3</sup>

The Scottish Government 2 fold Urban Rural Classification and Scottish Index of Multiple Deprivation were based on respondents' postcodes. Please note that respondents were not obliged to provide postcodes and therefore bases for these classifications are slightly lower than the total base.

### **Open-ended analysis**

Open-ended coding was completed by our in-house team of experienced coding specialists. This involved coders creating an analytical framework used to identify themes and common ideas. This was created by a group of research specialists reading through the open-ended responses and noting down themes and ideas that were commonly expressed. Once the basic framework was created, we analysed all the scripts and tagged each of the comments against identified themes. This determined the frequency of occurrence. As new themes occurred, we added these to the framework.

### **Reporting conventions**

Throughout this report significant differences in the data are noted where they occur, to the 95% confidence level. Only significant differences are reported, and the word 'significant' refers to statistical significance.

Responses under 3% have not been included in the open-ended tables.

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<sup>3</sup> SIMD quintiles were used in the analysis, where the "most deprived" quintile is compared to all other quintiles, this is comparing those in the most deprived 20% of SIMD data zones to those in the less deprived 80% of SIMD data zones.

# Sample profile

The sample profile is outlined in Table 1 below.

Table 1: Sample profile (weighted)

<b>Gender</b>	<b>%</b>	<b>SEG</b>	<b>%</b>
Male	48%	ABC1	52%
Female	52%	C2DE	48%
Base (all)	1,002	Base (all)	1,002
<b>Age group</b>	<b>%</b>	<b>Scottish Regions</b>	<b>%</b>
18-24	11%	Central	16%
25-34	16%	Lothians	14%
35-44	16%	North East Scotland	14%
45-54	15%	South Scotland	14%
55+	42%	Glasgow	12%
Base (all)	1,002	Mid-Scotland & Fife	11%
		West Scotland	10%
		Highlands & Islands	9%
		Base (all)	1,002
<b>Urban/Rural</b>	<b>%</b>	<b>SIMD</b>	<b>%</b>
Urban	85%	1 – Most deprived	19%
Rural	15%	2	21%
Base (all) <sup>4</sup>	825	3	23%
		4	20%
		5 – Least deprived	18%
		Base (all) <sup>5</sup>	982

<sup>4</sup> Base for urban/rural classification is lower as not all respondents provided their postcode for analysis by this variable.

<sup>5</sup> Base for SIMD classification is lower as not all respondents provided their postcode for analysis by this variable.

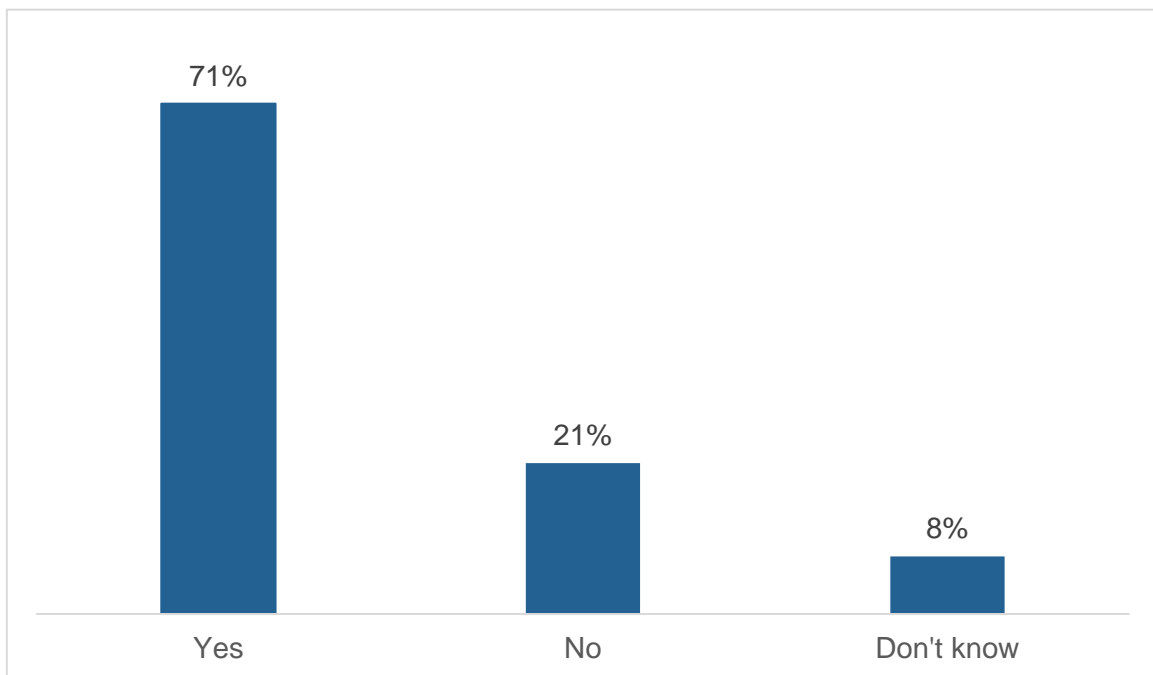
# Sale of fireworks in Scotland

## Views on increasing control over the sale of fireworks in Scotland

The survey asked respondents whether there should be more control over the sale of fireworks in Scotland. Respondents were provided with a description of current legislation prior to answering the question (see Appendix B).

As shown in Figure 1, the majority (71%) would support more control over the sale of fireworks. One in five (21%) said that there should not be more controls.

Figure 1: Views on whether there should be more control over the sale of fireworks



Q1. Do you think there should be more control over the sale of fireworks in Scotland?  
Base (all): 1,002

Eight per cent said they don't know whether there should be more control over the sale of fireworks in Scotland. This is despite the survey presenting a succinct explanation of current legislation dealing with the sale of fireworks in Scotland.

### Sub-group analysis

The sub-groups most likely to say there **should be more control** over the sale of fireworks were:

- Women (79% vs. 63% of men)
- There was only one significant difference by geographical area: People living in Central Scotland were more likely to say there should be more control compared to those in South Scotland (78% vs. 66% for South Scotland)
- Respondents living in urban areas (74% vs. 62% for rural)

The sub-groups most likely to say there **should not be more control** were:

- 18-24 year olds (40% vs. 14%-21% for other age groups). However, it is important to note that more young people still indicated they were in favour of more control (45%) than those who indicated they were not in favour (40%).

There were no significant differences identified by socio-economic group or SIMD quintiles.

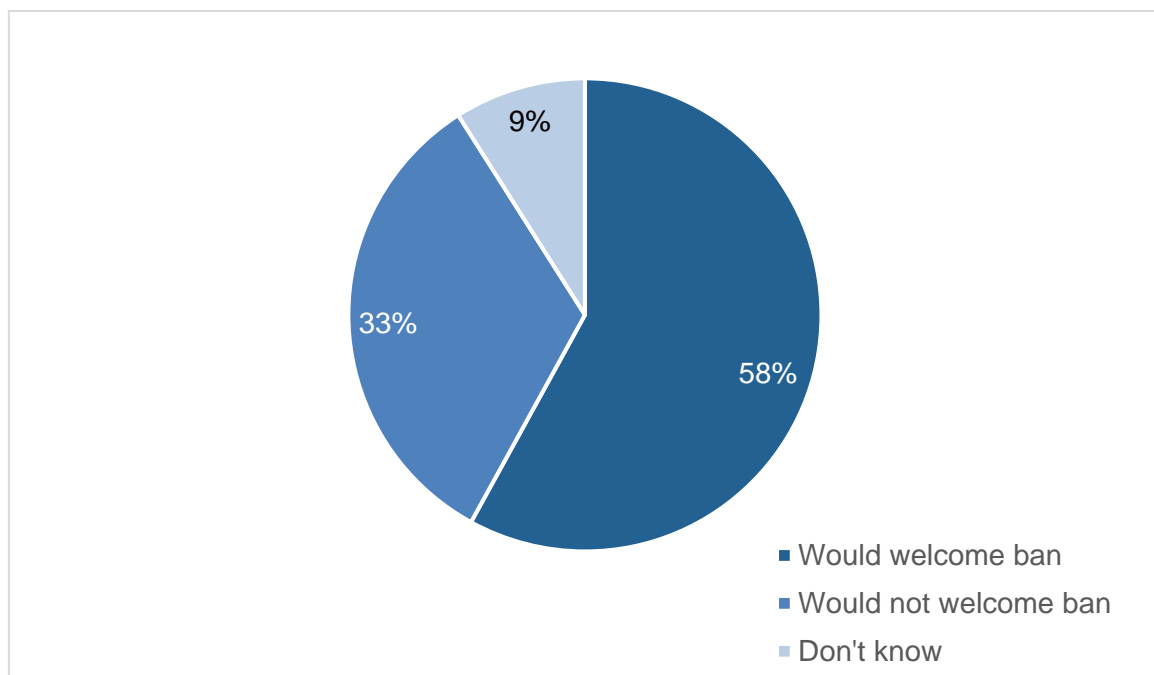
## Views on banning the sale of fireworks to the public in Scotland

Respondents were given two statements and asked which of those statements best describes their views on banning the sale of fireworks to the public in Scotland. The statements were as follows:

- I would welcome a ban on the sale of fireworks to the public in Scotland; and
- I would not welcome a ban on the sale of fireworks to the public in Scotland.

Over half of respondents said they would welcome a ban (58%), while a third (33%) said they would not welcome a ban on selling fireworks to the general public in Scotland (see Figure 2 below).

Figure 2: Views on banning the sale of fireworks to the public in Scotland



Q2. Which ONE, if either, of the following statements best describes your view on banning the sale of fireworks, to the public, in Scotland?  
Base (all): 1,002

## Sub-group analysis

Sub-group analysis of views on banning the sale of fireworks to the public in Scotland were broadly consistent with those on more controls over the sale of fireworks in Scotland.

The sub-group most likely to say that they **would welcome** a ban was:

- Women (67% vs. 49% for men)

Those most likely to say that they **would not welcome** a ban were:

- 18-24 year olds (54% vs. 28%-32% for other age groups). Only 35% of 18-24 year olds said they would welcome a ban.
- Respondents living in rural areas (43% vs. 31% for urban). However, even in rural areas more were in favour of a ban (51%) than against (43%).

There were no significant differences identified by socio-economic group, geographical area, and SIMD quintile.

## Reasons for view on banning the sale of fireworks to the public in Scotland

Respondents were asked in an open-ended question why they hold the view they do on banning the sale of fireworks to the public in Scotland. Responses to this question were categorised and are summarised in the following tables.

Respondents' answers may have been categorised into multiple themes. The base sizes reflect the number of respondents who said they either supported a ban on selling fireworks to the public or were against a ban on selling fireworks to the public at Q2, and chose to provide an open-ended answer at Q3.

### Reasons for supporting banning the sale of fireworks to the public in Scotland

The most common response from those who said they would support banning the sale of fireworks to the public in Scotland related to the danger of serious injury posed by fireworks (mentioned in 56% of responses), followed by animal safety (36%), noise and disturbances at anti-social hours (33%), and youths get them and use them for illegitimate purposes (32%). There were also those that said fireworks should only be used at official, organised displays (24%). All other themes were mentioned less frequently.

Table 2: Themes associated with support for banning the sale of fireworks to the public in Scotland

Reason for supporting ban on the sale of fireworks to the public in Scotland	No.	%
Dangerous/injury	338	56%
Animal welfare	215	36%
Noise/disturbance/anti-social	199	33%
Youths get them	194	32%
Want only organised displays	145	24%
Used too many days	87	14%
Restricted/harder to get	47	8%
Pollution/environment	21	3%
Used as a weapon/for arson	18	3%
Damage/debris on property	18	3%
Other	17	3%

Q3. Please tell us why you hold that view on banning the sale of fireworks to the public in Scotland.

Base (**would** support a ban on fireworks): 601

“Fireworks are extremely dangerous and disturbing to animals. They should only be sold to organised community groups which have demonstrated that they have complete health and safety compliance.” (55+, Male, Rural)

“They aim them at people and it's also a horrible time for pets. The bangs and flashes go on for weeks and adults are really sick of it.” (55+, Female, Urban)

“They present a danger to other people and animals when they are in the wrong hands. There have been recent instances where gangs have terrorised housing estates with fireworks. Some people set fireworks off late at night causing a disturbance.” (45-54, Female, Urban)

“Fireworks are usually set off through the night in the weeks leading up to and after bonfire night and New Year’s. They are a pain, dangerous and the anti-social behaviour seen in Glasgow last year shows people are using them irresponsibly. If people are that desperate to see fireworks they should go to a public show.” (25-34, Female, Urban)

### **Reasons for not supporting banning the sale of fireworks to the public in Scotland**

The most common responses among respondents who would not welcome a ban on selling fireworks to the public related to not encroaching on the public’s freedom (27%) and the joy/fun associated with fireworks (27%), followed by an assertion

that most are responsible/few are not (21%). There were several comments suggesting that fireworks should be restricted/harder to get (15%), rather than an outright ban. There were also those who said the status quo is ok (12%), and banning the sale of fireworks to the public in Scotland is unnecessary.

Table 3: Themes associated with not banning the sale of fireworks to the public in Scotland

Reason for not supporting a ban on the sale of fireworks to the public in Scotland	No.	%
Freedom	85	27%
Joy/fun	85	27%
Most are responsible/few are not	66	21%
Restricted/harder to get	46	15%
Status quo is ok	36	12%
No problems/minor problems	24	8%
Ban for young people	18	6%
Tradition	14	4%
Other	26	8%

Q3. Please tell us why you hold that view on banning the sale of fireworks to the public in Scotland.

Base (**would not** support a ban on fireworks): 312

“Most normal people like to use them for entertainment and is part of growing up and experiencing life. To ban them would be to move towards an over censored society where we can't control ourselves.” (25-34, Female, Urban)

“Fireworks should be available to everyone. Fireworks don't have to be dangerous, why would you want to stop anyone enjoying a firework display; people have been doing it for hundreds of years.” (55+, Male, Rural)

“Although I would support some more controls on the buying of fireworks, like the types of fireworks that could be bought, I don't think a blanket ban is a proportional response to a small minority who abuse fireworks. I also don't think pet owners should have the right to infringe on people buying fireworks. Having a pet is optional, as should the right to buy fireworks.” (25-34, Male, Urban)

“I feel that as long as there is a lot stronger, restrictive guidelines as to when and where fireworks can be used, I would feel safe. I think fireworks should only be used on the actual day of the holiday/festival not as it is now any random day around the day.” (45-54, Female)<sup>6</sup>

<sup>6</sup> Urban/rural classification is not available as the respondent did not provide their postcode for analysis by this variable.



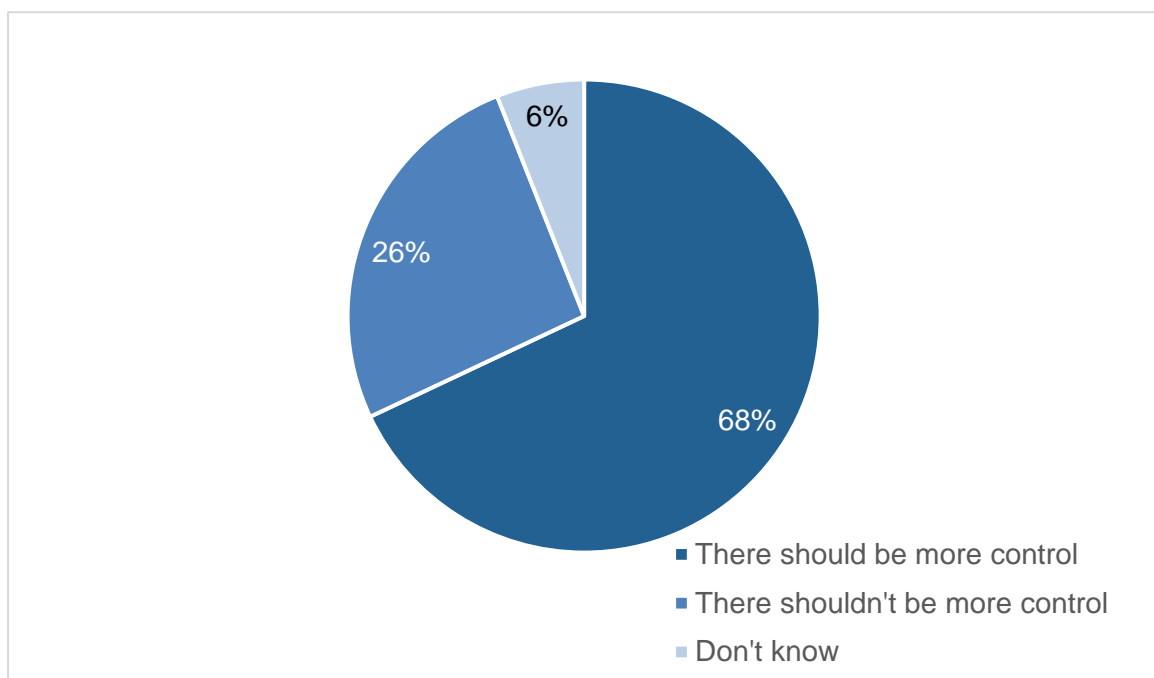
# Use of fireworks in Scotland

## Views on more control on how fireworks can be used in Scotland

The survey asked respondents about their views on whether there should be more control on how fireworks can be used in Scotland. Respondents were provided with a description of current controls prior to answering the question (see Appendix B).

As shown in Figure 3, the majority (68%) of respondents said there should be more control on how fireworks can be used in Scotland, while a quarter (26%) said that they would not welcome more control.

Figure 3: Views on more control on how fireworks can be used in Scotland



Q4. Do you think there should be more control on how fireworks can be used in Scotland?

Base (all): 1,002

Six per cent said they don't know whether there should be more control over how fireworks can be used in Scotland. Again, this is despite the survey presenting a succinct explanation of current legislation dealing with how fireworks can be used in Scotland (see Appendix B).

### Sub-group analysis

Respondents living in the most deprived areas were equally likely to support more controls as those living in less deprived areas (69% for most deprived SIMD and 67% for other areas).

The sub-groups most likely to say there **should be more control** on how fireworks can be used were:

- Women (75% vs. 59% for men)

- C2DE socio-economic group (71% vs 65% for ABC1 socio-economic group)
- Respondents living in urban areas (71% vs. 55% for rural)

The sub-groups most likely to say there **shouldn't be more control** were:

- 18-24 year olds (38% vs. 22%-25% for other age groups)
- There were three significant differences by geographical area: Respondents living in North East Scotland were more likely to say there shouldn't be more control compared to those in West Scotland, Central Scotland, and Lothians (35% vs. 18% for West Scotland, 21% for Central and 24% for Lothians)
- However, it is important to note that while all of these sub-groups were more likely to say there shouldn't be more control, the majority of each group still supported greater control on how fireworks can be used – 51% of 18-24 year olds; 58% of those living in North East Scotland.

## Reasons for view on more control on how fireworks can be used in Scotland

Respondents were asked in an open-ended question why they hold the view they do on whether there should be more control on how fireworks can be used in Scotland. As previously noted, responses to this question were categorised and summarised in the following tables. Respondents' answers may have been categorised into multiple themes.

The base sizes are based on respondents who said they either supported more control on how fireworks can be used in Scotland or against more control on how fireworks can be used in Scotland at Q4. and chose to provide an open-ended answer at Q5.

## Reasons for being in favour of more control on how fireworks can be used in Scotland

Responses from those who said they were in favour of more control on how fireworks can be used in Scotland were consistent with responses given when asked about an outright ban to the public. The most common response related to the potential for danger/injury from fireworks (31%), followed by animal welfare (22%), and anti-social noise and disturbances (20%). There were those who would welcome fireworks only to be used at organised events (19%). Issues around the use of fireworks at unsociable hours were also highlighted as a possible area of control (19%). Greater control that would stop youths getting access to them (18%) was also a theme highlighted throughout the responses.

Table 4: Themes associated with support for more control over how fireworks can be used in Scotland

Reason for supporting more control over how fireworks can be used in Scotland	No.	%
Danger/injury	217	31%
Animal welfare	152	22%
Noise/disturbance/anti-social	136	20%
Used at unsociable times	129	19%
Youths get them	127	18%
Used too many days	76	11%
Restricted/harder to get	58	8%
Used in inappropriate places	30	4%
Policing needed/rules ignored	27	4%
Scares children/elderly/mentally ill	27	4%
Other	9	1%

Q5. Please tell us why you think that about controlling the use of fireworks.  
Base (**would** support more control over how fireworks can be used): 691

“I have seen some accidents taking place due to fireworks, and I also know that they are very harmful to the environment, thus I believe that only experienced people should be able to buy and handle them and this should only happen on very special occasions.” (18-24, Female, Urban)

“I wasn't aware that fireworks could be let off as late as midnight. That is ridiculously late. Most people with jobs/small children/pets are in bed by then. Ice cream vans etc., are not allowed to play their tune after 8pm, as far as I am aware, and that is much less intrusive (and safer!) than fireworks.” (55+, Female, Urban)

“We live in a rural area and find that the disturbance to livestock as well as domestic pets is exacerbated by extended use of fireworks. Very infrequent single night use can be tolerated but for this last bonfire night fireworks were released on 5 consecutive nights. Banning noise making (bangs and wails) fireworks might be a way forward to reducing animal distress.” (55+, Male, Rural)

“I think fireworks should only be allowed at events run by regulated and restricted bodies with the authorisation to hold such events for things like Bonfire Night and New Year's Eve. I also think silent fireworks should be introduced so there's less noise pollution and frightened animals as a result of fireworks.” (18-24, Female, Urban)

## Reasons for not being in favour of more control on how fireworks can be used in Scotland

Respondents who said they would not welcome more control over how fireworks can be used in Scotland were also asked why they hold this view. Just less than half of these respondents focused on the perception that the status quo is ok (47% of responses). Consistent with responses to the previous question, this was followed by ensuring that the public's freedom isn't infringed upon (18%). Around a tenth of responses suggested that further policing was necessary and that current rules are simply ignored (12%). Again, there were those who noted that most are responsible/few are not (10%) and that further control isn't necessary because there is only minor problems/no problems with fireworks in Scotland (8%).

Table 5: Themes associated with not supporting more control over how fireworks can be used in Scotland

Reason for not supporting more control over how fireworks can be used in Scotland	No.	%
Status quo is OK	119	47%
Freedom	46	18%
Policing needed/rules ignored	30	12%
Most are responsible/few not	24	10%
No problems/minor problems	21	8%
Joy/fun	21	8%
Other	1	<0%

Q5. Please tell us why you think that about controlling the use of fireworks.  
Base (**would not** support more control over how fireworks can be used): 251

“7am to 11pm seems reasonable, and it makes sense to have later curfews on significant holiday dates. To reduce that would be unnecessary. Plus who would bother during daytime hours, you can't see them.” (25-34, Female)<sup>7</sup>

“This is becoming too much like a nanny state. Why should the minority idiots (who misuse fireworks) prevent the majority from enjoying something which (in my case) we've done without incident for sixty years.” (55+, Male, Urban)

“These are times of celebration that only happen a few times a year, they are enjoyed by most. People are old enough to be responsible enough to know how to use them.” (18-24, Female, Urban)

<sup>7</sup> Urban/rural classification is not available as the respondent did not provide their postcode for analysis by this variable.

“I might support a 10pm end for the setting off of fireworks during the autumn/ winter months. But apart from that I am happy with the current timings.” (35-44, Male, Urban)

# Conclusions

## Overview

This survey provides a robust sample of views on the use and regulation of fireworks in Scotland. The overall sample achieved was 1,002 and is representative of the Scottish population, giving a high degree of confidence in the results.

## Views on increasing control over the sale of fireworks in Scotland

A strong majority of 71% would support increasing control over the sale of fireworks in Scotland.

Women were more likely than men to say they would welcome increased controls; however, a majority of both male and females were in favour. Young respondents, aged 18-24 years old, were more likely than all other age groups to say they would not welcome an increase in control over the sale of fireworks. Those living in rural areas of Scotland were also less likely than those living in urban areas to support an increase in control. It should be noted, however, that the majority of both of 18-24 year olds and people living in rural areas were in favour of more control.

## Views on banning the sale of fireworks to the public in Scotland

Almost three in five (58%) would support banning the sale of fireworks to the public in Scotland.

Women were more likely than men to support a ban on selling fireworks to the public. Again, young respondents were much less likely than all other age groups to support banning the sale of fireworks to the public in Scotland. Those living in rural areas were, again, less likely than those living in urban areas to support a ban.

Views in favour of banning the sale of fireworks were largely driven by the potential dangers associated with fireworks, followed by issues around animal welfare, noise disturbance, and youth acquiring fireworks for anti-social purposes. Most of the open-ended comments related to the respondents' personal experiences.

The majority of views against banning the sale of fireworks related to a perception that such a ban would infringe on the public's freedom in an unnecessary way, followed by the fun and joy experienced by people across Scotland because of fireworks. Some also felt that a ban would disproportionately impact the majority of people because of the irresponsible behaviour of a few.

## Views on more control on how fireworks can be used in Scotland

A strong majority of 68% would support increasing control on how fireworks can be used in Scotland.

Women were more likely than men to say there should be more control on how fireworks can be used. Those in the C2DE socio-economic group were more likely than those in the ABC1 socio-economic group to say there should be more control. Consistent with previous findings, younger respondents were less likely to support more control on how fireworks can be used, while those living in North East Scotland were less likely to support more control than respondents living in West Scotland, Central Scotland, and Lothians. Urban areas of Scotland are more likely than those living in rural areas to say there should be more control.

Views in favour and against increasing control on how fireworks can be used were consistent with previous comments relating to banning the sale of fireworks to the public in Scotland. Those in favour of more controls cited the potential dangers associated with fireworks, issues around animal welfare, and noise disturbance. Those against more controls mentioned a perception that controls would infringe on the public's freedom in an unnecessary way, they would spoil the fun and joy experienced by people across Scotland because of fireworks, and that more controls would disproportionality impact the majority of people because of the irresponsible behaviour of a few. Again, most of the open-ended comments related to the respondents' personal experiences.

# Appendix A: Technical appendix

## Method

- The data was collected by online omnibus.
- The target group for this research study was a representative sample of the Scottish population.
- The sampling frame for this study was the YouGov Scottish panel.
- The target sample size was 1,000 and the final achieved sample size was 1,002.
- Fieldwork was undertaken between 9th May 2019 and 14th May 2019.
- Respondents are invited from YouGov's opt-in panel of over 30,000 Scottish adults. The survey uses targeted quota sampling to select which participants are invited, as this allows demographic targets to be reached efficiently. This involves identifying key quota groups within the sample and randomly selecting potential respondents within them. These key quota groups include:
  - Age group
  - Gender
  - Scottish region
  - Socio-economic grouping
- Data gathered using self-completion methodologies are subject to validation. Where the data is collected via an internet survey using an access panel, all respondents can only submit one response due to a system of password protection. Our internet panel supplier, YouGov, also complies with the rules of the Market Research Society (MRS) and European Society for Opinion and Marketing Research (ESOMAR).
- All research projects undertaken by Progressive comply fully with the requirements of ISO 20252.

## Data processing and analysis

- The final data set was weighted to reflect the Scottish population.
- The sample base before weighting is 1,002, whilst the weighted sample base is 1,002.
- Quota controls were to be used to guide sample selection for this study. This means that statistically precise margins of error or significance testing are not appropriate, as the sampling type is non-probability. The margins of error outlined below should therefore be treated as indicative, based on an equivalent probability sample.



- The overall sample size of 1,002 provides a dataset with an approximate margin of error of between  $\pm 0.62\%$  and  $\pm 3.1\%$ , calculated at the 95% confidence level (market research industry standard).
- Responses to open-ended questions were spell checked and sense checked. They were then analysed by an experienced team of coders. Coders created an analytical framework that was used to identify themes and common ideas.
- A SNAP Surveys (Progressive's survey and DP programme) (SNAP) programme was set up with the aim of providing the client with useable and comprehensive data. Cross-breaks were discussed in order to ensure that all information needs were met. The following sub-group analysis was carried out:
  - Gender
  - Socio-economic grouping
  - Age group
  - Scottish region
  - Scottish Government 2 fold Urban Rural Classification
  - Scottish Index of Multiple Deprivation (SIMD)

# Appendix B: Questionnaire

## Sale of fireworks

Legislation regulates who can sell fireworks, and who they can be sold to. For most of the year fireworks can only be sold by licenced traders, with the exception of New Year, Chinese New Year, Diwali, and the three weeks before Bonfire Night, when a sales licence is not required. It is illegal to sell outdoor fireworks to anyone who is less than 18 years old, or fireworks which make a noise over 120 decibels.

Q1. Do you think there should be more control over the sale of fireworks in Scotland?

- Yes
- No
- Unsure

Q2. What are your views on banning the sale of fireworks to the public in Scotland?

- Yes, I would welcome a ban on the sale of fireworks
- No, I would not welcome a ban on the sale of fireworks
- Unsure

Q3. Please tell us why you hold that view on banning the sale of fireworks to the public in Scotland?

## Use of fireworks

Members of the public are able to set off fireworks on private property. During most of the year fireworks can be used between 7 am and 11 pm. On the 5th November, fireworks can be used until midnight, and on the nights of Chinese New Year, Diwali, and New Year's Eve fireworks can be used until 1 am. It is a criminal offense to throw or cast any firework in or into any road or public place. Most public firework displays are licenced by local authorities.

Q4. Do you think there should be more control on how fireworks can be used in Scotland? This includes the times when they can be used, and where they can be used.

- Yes
- No
- Unsure

Q5. Please tell us why you think that about controlling the use of fireworks



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