

Public Awareness and Understanding of Wildfires and the FireSmart™ BC Program

In 2022 the BC FireSmart Committee undertook their second annual tracking survey of 1,005 British Columbians to understand awareness levels of wildfires and programs offered by FireSmart BC.

Issues facing British Columbians today



British Columbians believe the issue of wildfires is either an important issue or the most important issue facing BC.



British Columbians believe that cost of living and affordability is the most important issue facing the province today.

Impact of wildfires



In 2022 two thirds (66%) of British Columbians believe that the frequency, scale, and severity of wildfires in British Columbia have increased, down from three quarters (78%) who said the same in 2021.

80% agree

If we all work together in BC, we can reduce the impact of wildfires on people and property.

Perceptions of wildfires



In terms of frequency and impact, wildfires are going to get worse before they get better



Climate change is the primary cause of the increase in wildfire outbreaks



Wildfires are inevitable and are just something we have to learn to accept

Who is responsible for mitigating the risks of wildfires?

More British Columbians believe the provincial government has a responsibility to prevent wildfires than any other group.

77% ^(-5%)
Provincial Government

69% ^(-2%)
The Forest Industry

55% ^(-11%)
Federal Government

49% ^(no change)
Local Communities

42% ^(-2%)
Regional Groups

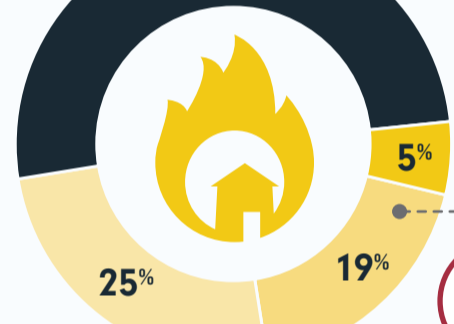
37% ^(-6%)
Home/Property Owners

33% ^(-3%)
Indigenous Groups

Awareness and Perceptions of FireSmart BC

Once given a definition of FireSmart BC, the vast majority of British Columbians (84%) believe that it offers value to the province and its citizens.

Awareness of FireSmart BC



Aware of Ember



- DK/NR
- Unaware
- Not Very Familiar
- Somewhat Familiar
- Aware



Only **1 in 10** British Columbians

say they are very confident that their local community has the necessary resources to prevent and fight wildfires though a little over half (54%) say they are confident overall (up 4% from the past survey in 2021).

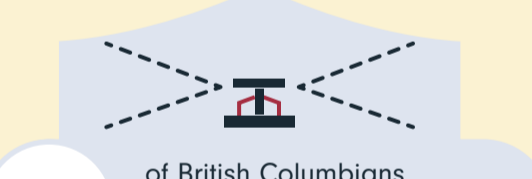
Mitigation Measures and Information



11% Compared with only 11% of those who are not aware of the organization.



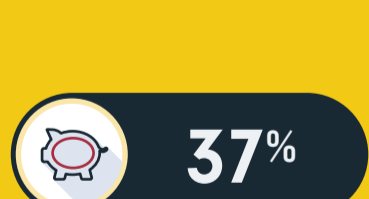
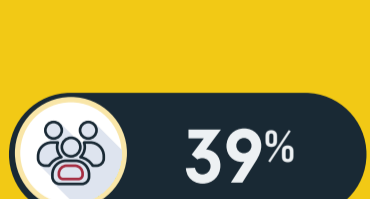
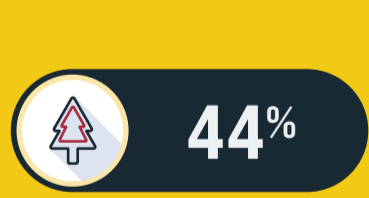
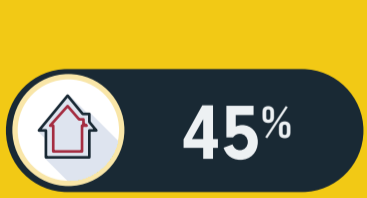
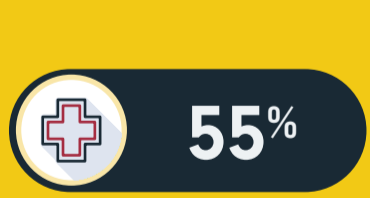
(60%) of those who are very familiar with FireSmart BC have already sought out information on how to protect their home from wildfires, compared with only 3% of those who are not aware of FireSmart BC.



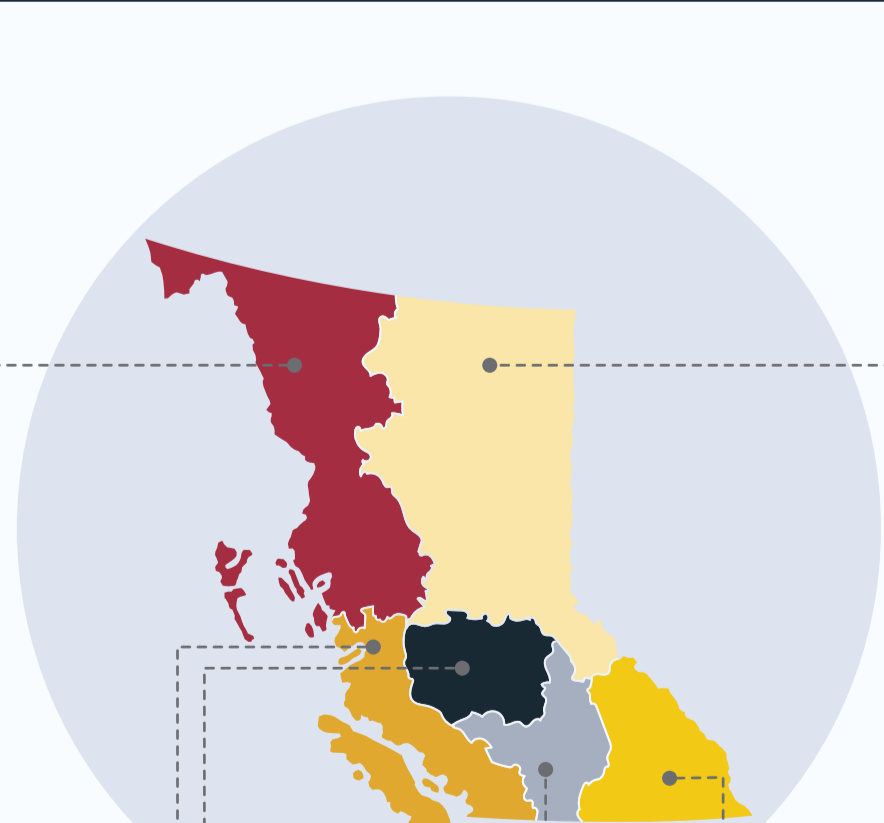
Responsibility for structural protection sprinklers lies with these 3 top groups:

- 56%** Home and property owners
- 44%** Provincial Government
- 32%** Local Communities

The most convincing reasons for people to get involved with FireSmart BC:



Significant regional differences



Familiar with FireSmart BC:

Northwest ▲ 43%

Cariboo ▲ 64%

Prince George 30%

Coastal ▼ 18%

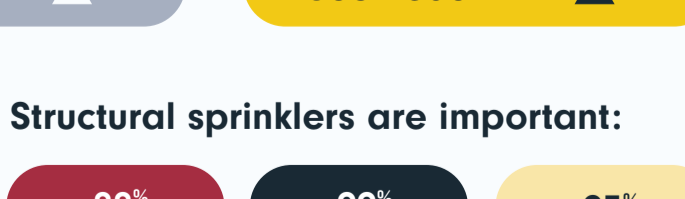
Kamloops ▲ 47%

Southeast ▲ 50%

FireSmart BC is valuable:



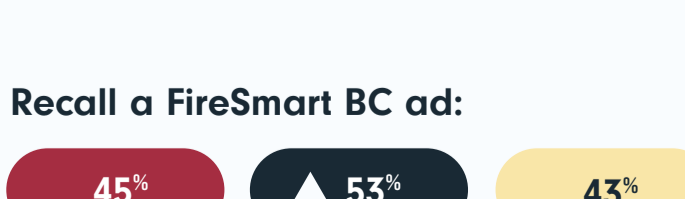
Structural sprinklers are important:



There are at least a few things I can do to protect from wildfires:



Recall a FireSmart BC ad:



All percentage changes noted in this research are based on data collected and tracked from the past survey in 2021.