



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

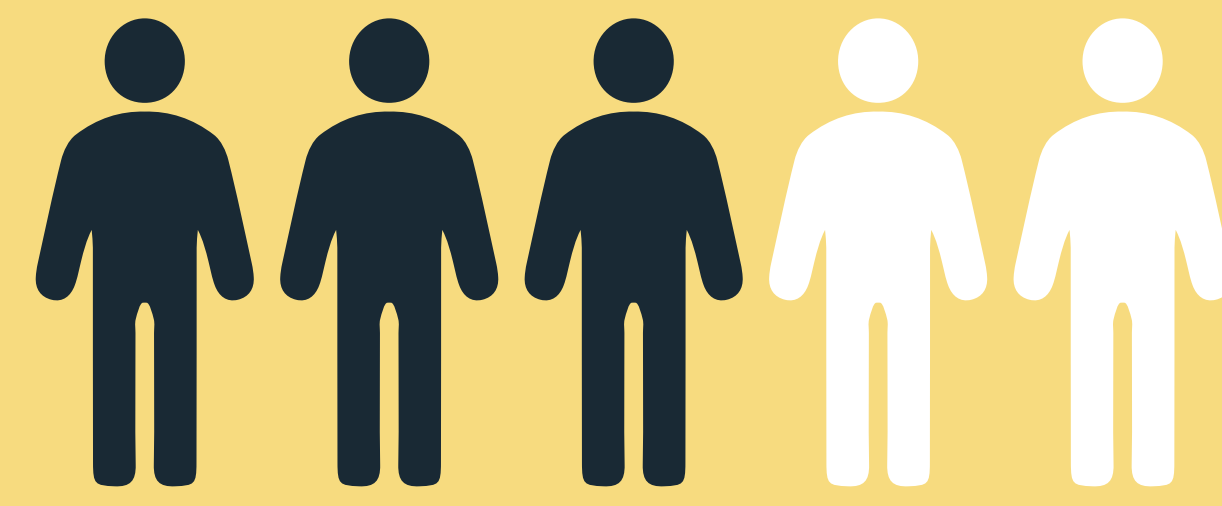
**54%**

Over half (54%) of those who are very familiar with FireSmart BC say that there is a lot that they can do to protect their home or property from wildfires.

**11%**

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

**3 in 5**



(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.

**88%**

of British Columbians believe structural protection sprinklers are important.

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:



**55%**

Save Lives



**45%**

Protect Property



**44%**

Protect Wilderness



**39%**

Protect Community



**39%**

Scientific Proof

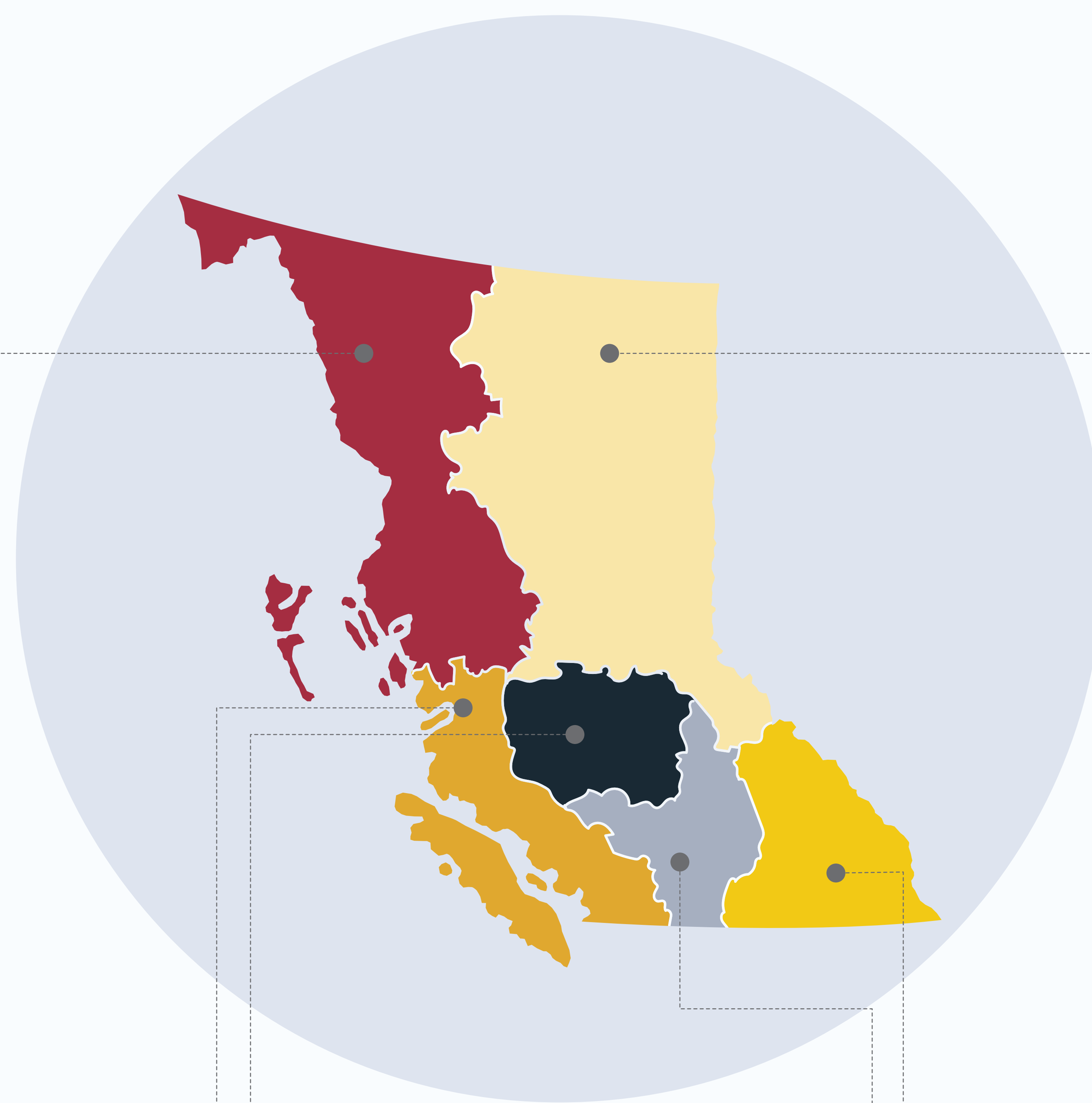


**37%**

Insurance Savings

## Significant regional differences

▲ Increase from 2021  
▼ Decrease from 2021



### Familiar with FireSmart BC:

**Northwest**

▲ **43%**

**Cariboo**

▲ **64%**

**Prince George**

**30%**

**Coastal**

▼ **18%**

**Kamloops**

▲ **47%**

**Southeast**

▲ **50%**

### FireSmart BC is valuable:

**90%**

▲ **96%**

**91%**

▼ **83%**

▲ **95%**

**91%**

### Structural sprinklers are important:

**88%**

▲ **99%**

**95%**

**87%**

▲ **93%**

**84%**

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

▲ **69%**

▲ **78%**

**65%**

▼ **50%**

▲ **69%**

▲ **71%**

### Recall a FireSmart BC ad:

**45%**

▲ **53%**

**43%**

▼ **20%**

▲ **41%**

**47%**

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