

2021 Awareness & Understanding of Wildfires & the FireSmart™ BC Program.

The BC FireSmart Committee undertook a survey of 1,000 British Columbians to understand awareness levels of the wildfires and programs offered by FireSmart BC.



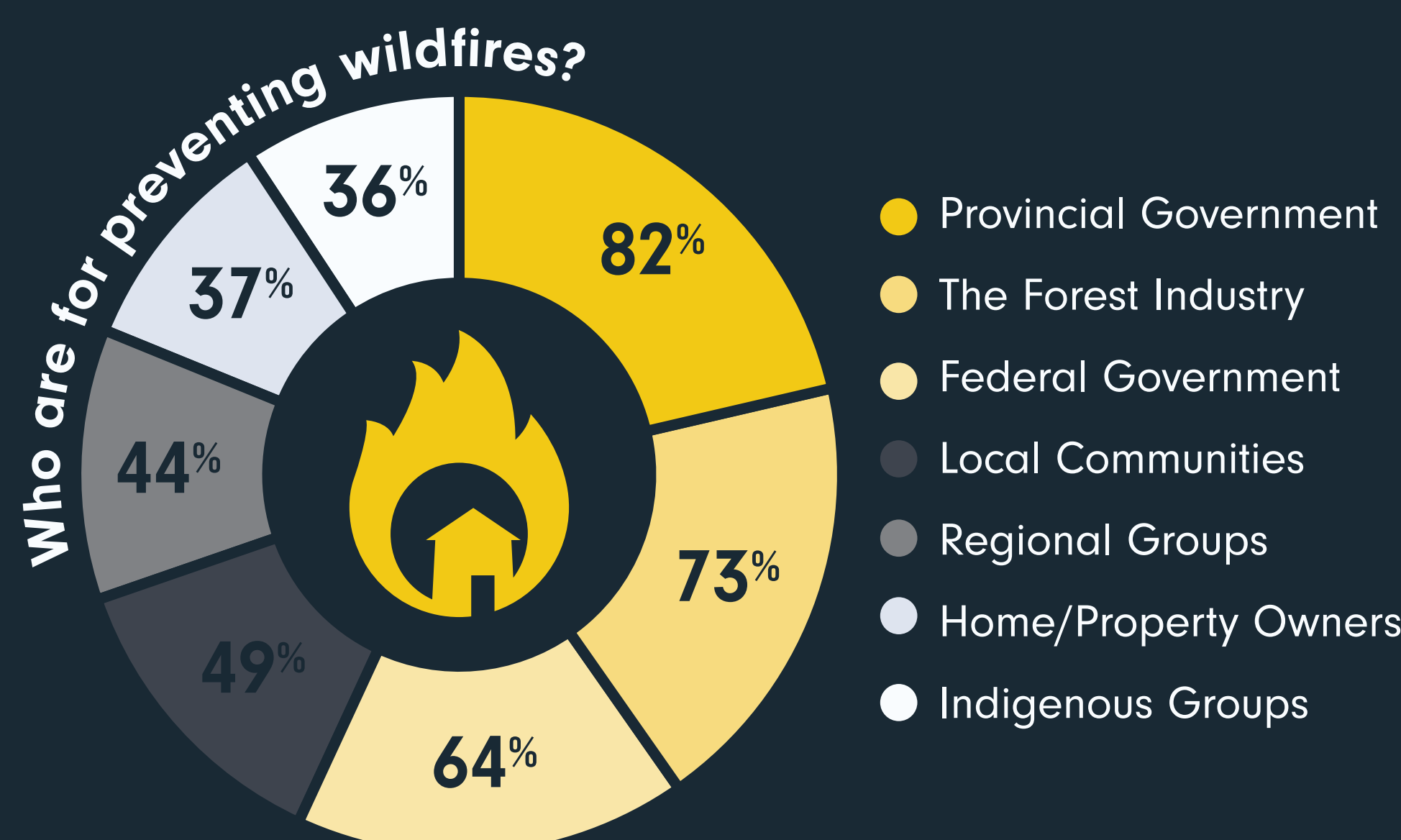
Over 90% of British Columbians believe the issue of wildfires is either an important issue or the most important issue facing BC.



For British Columbians, climate change and the environment is considered by *most* important issue facing the province.



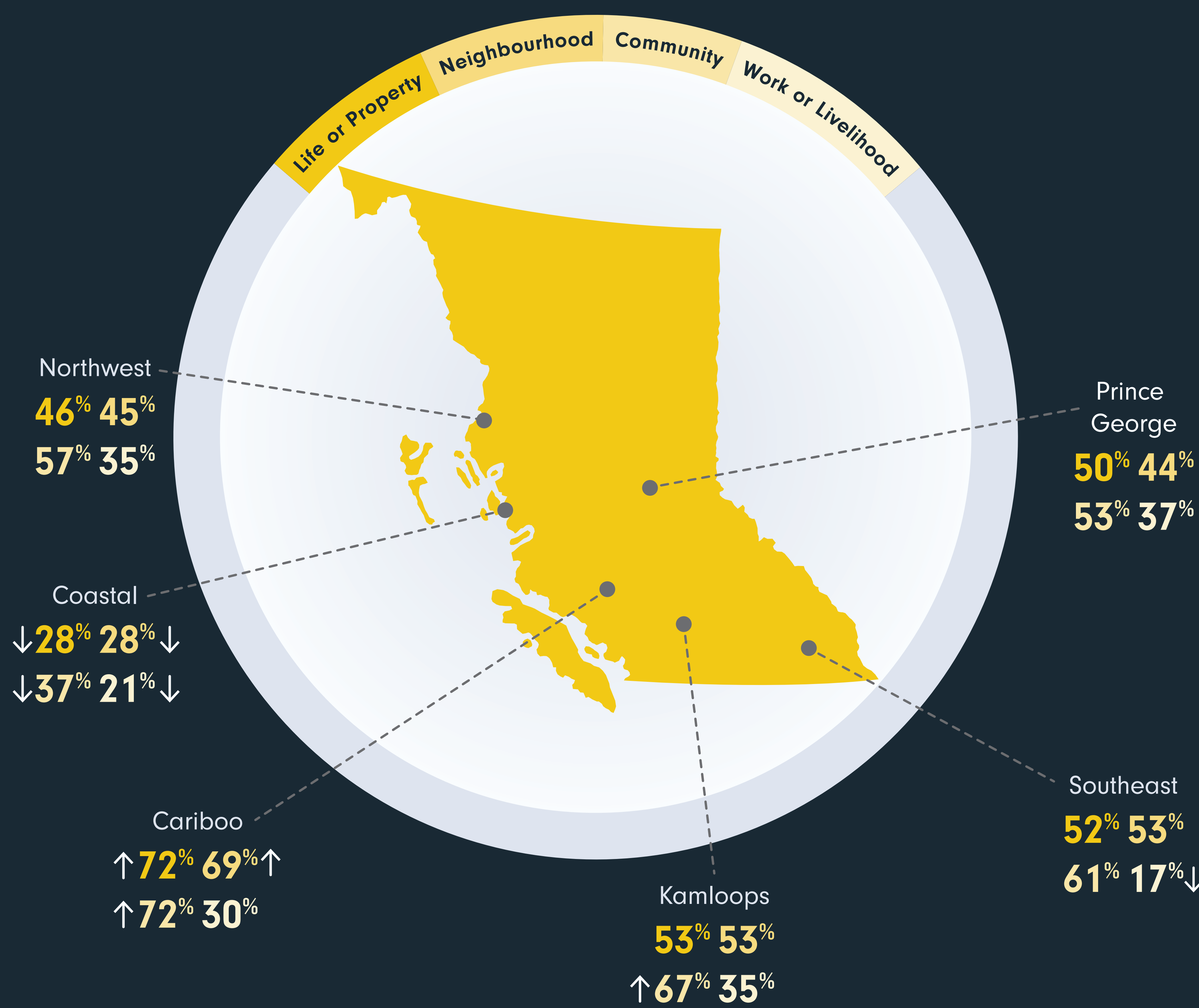
British Columbians believe wildfires are going to get worse, climate change is primarily responsible, but if everyone works together the impact of wildfires can be reduced.



British Columbians believe the provincial government holds the greatest responsibility to prevent wildfires



Regional differences on concerns that would threaten:

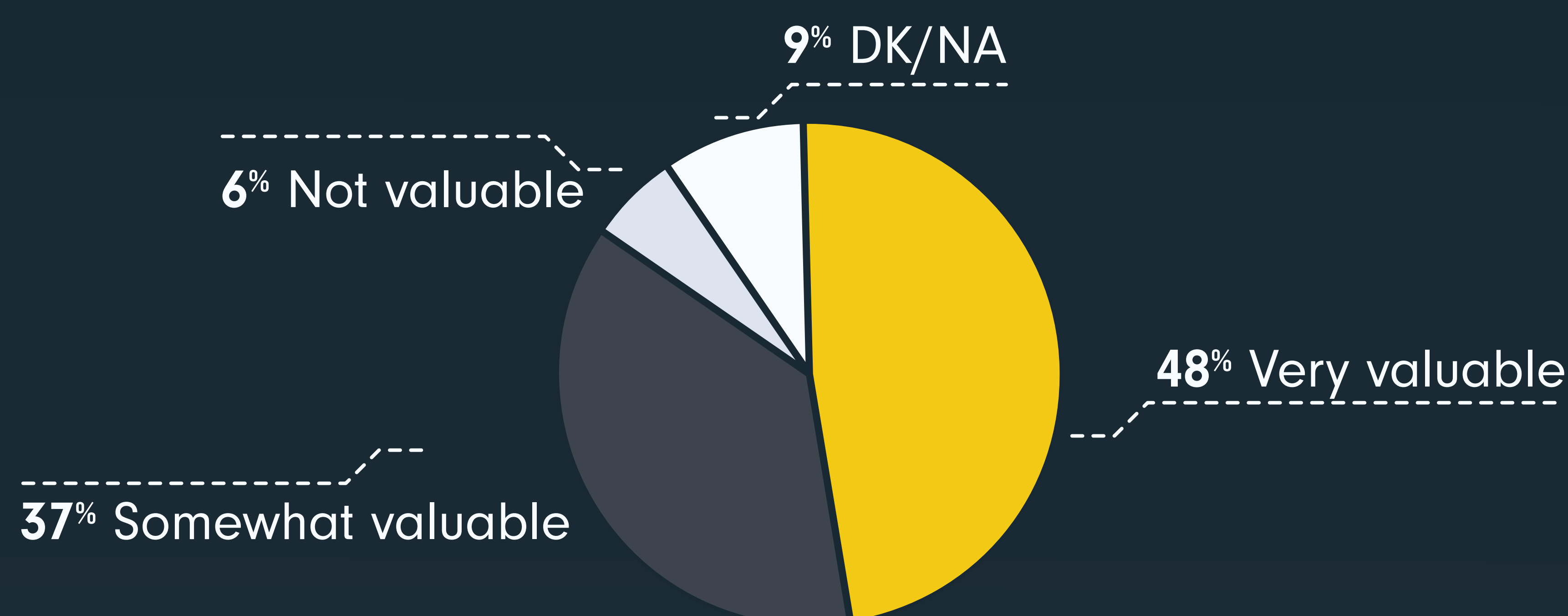


The Value of FireSmart BC

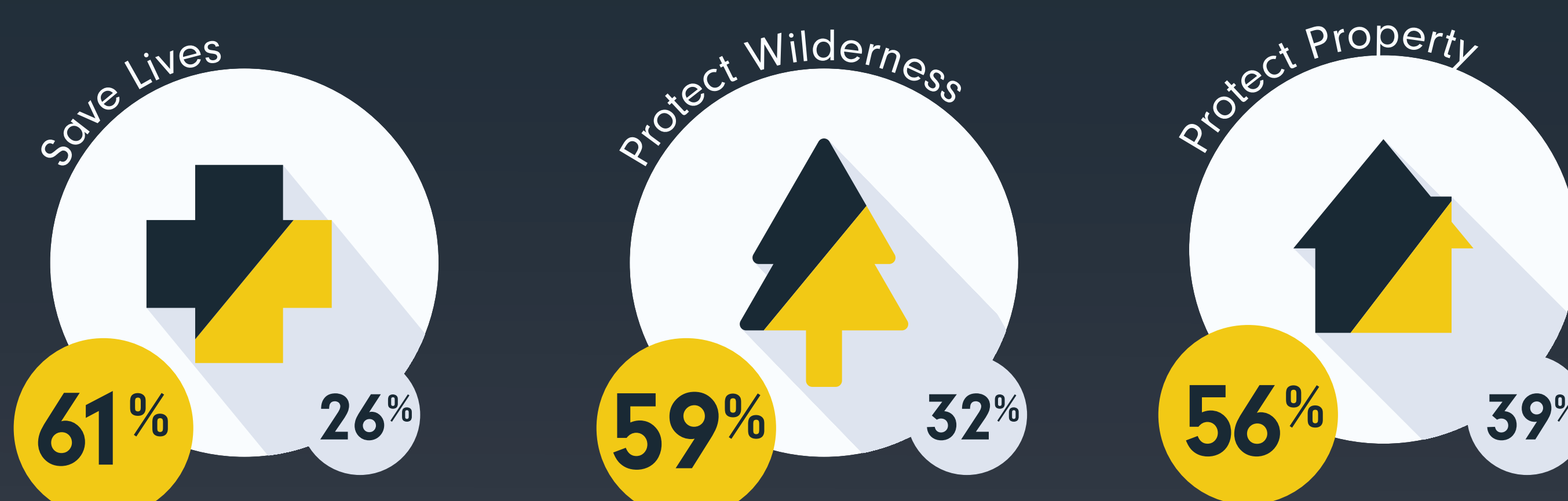


More than **8 in 10** British Columbians

say FireSmart BC is valuable to the province



The most compelling reasons for people to get involved in FireSmart are to save lives, protect the backcountry and protect private property.



Other reasons to get involved are...

