

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



9 in 10



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

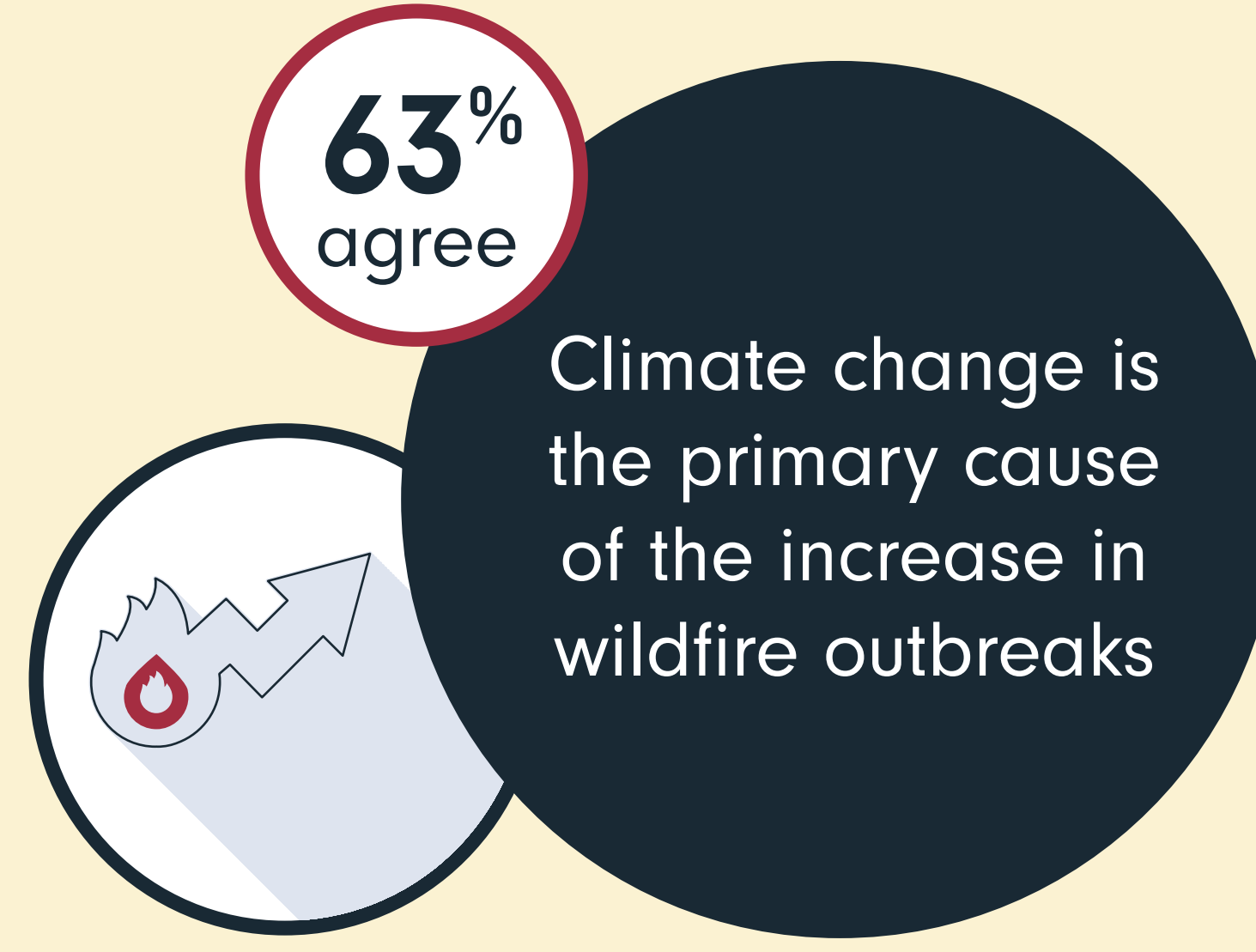
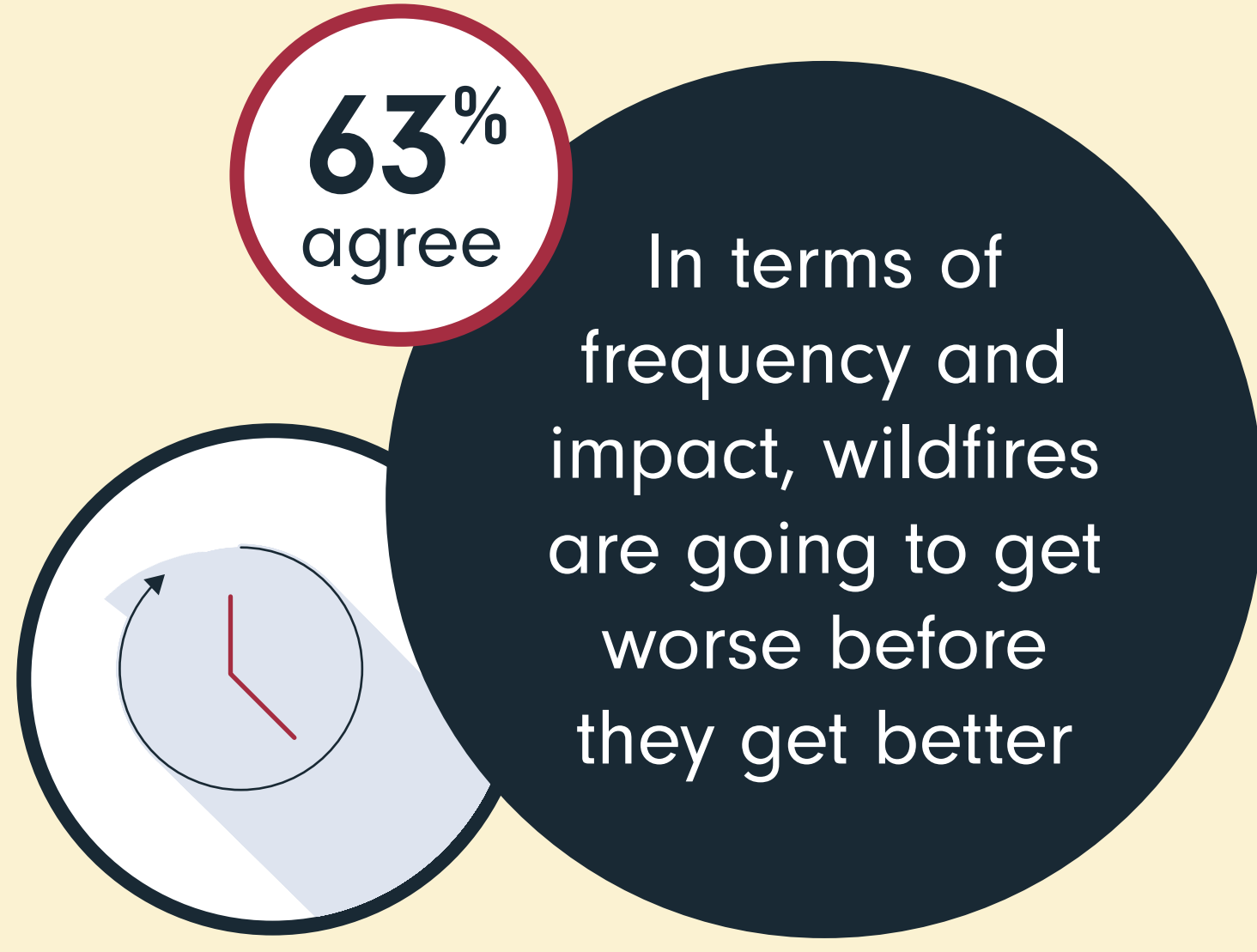


In 2022 two thirds (66%) of British Columbians believe that the frequency, scale, and severity of wildfires in British Columbia have increased, down from three quarters (78%) who said the same in 2021.

80% agree

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

Perceptions of wildfires



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

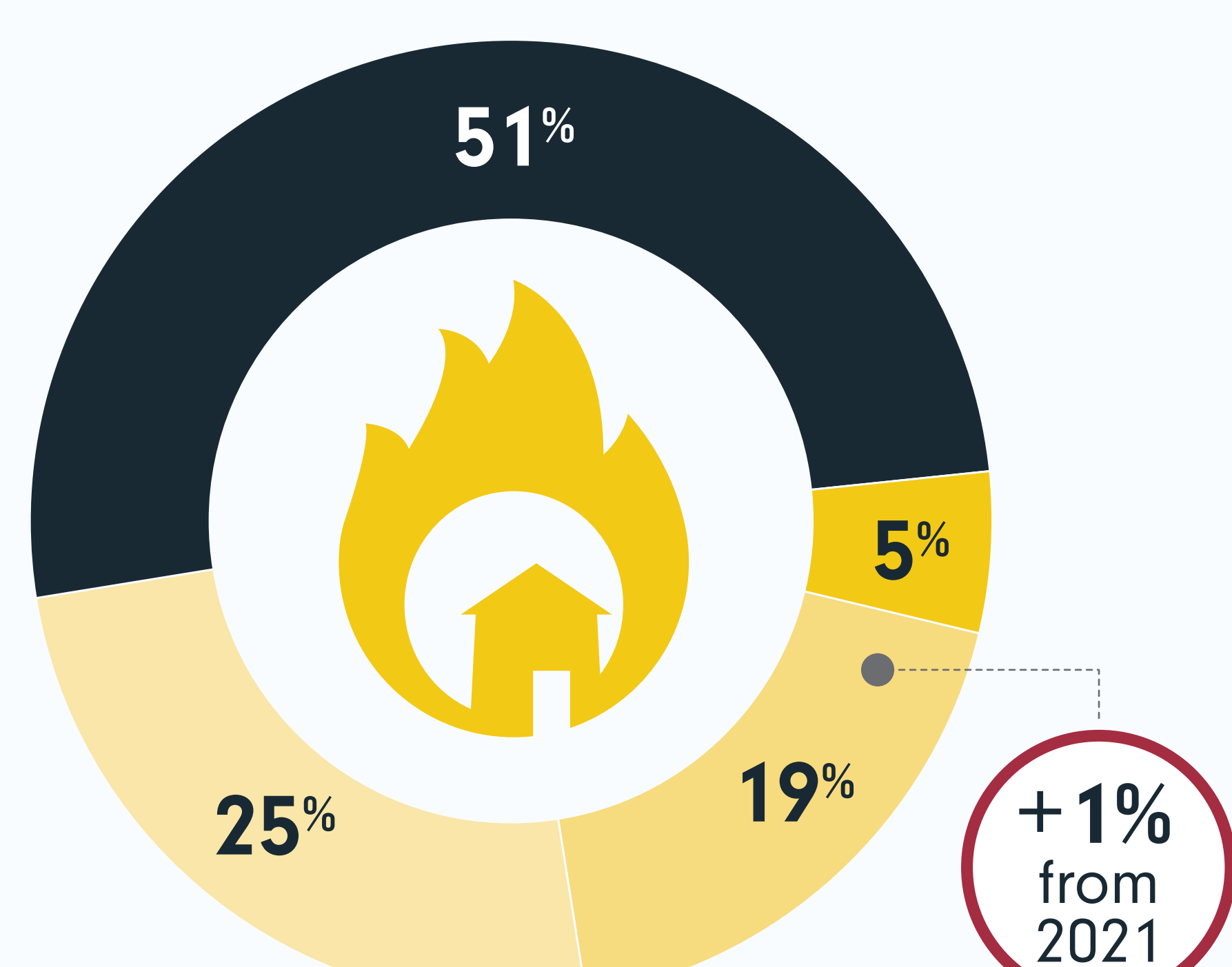
37% (-6%)
Home/Property Owners

33% (-3%)
Indigenous Groups

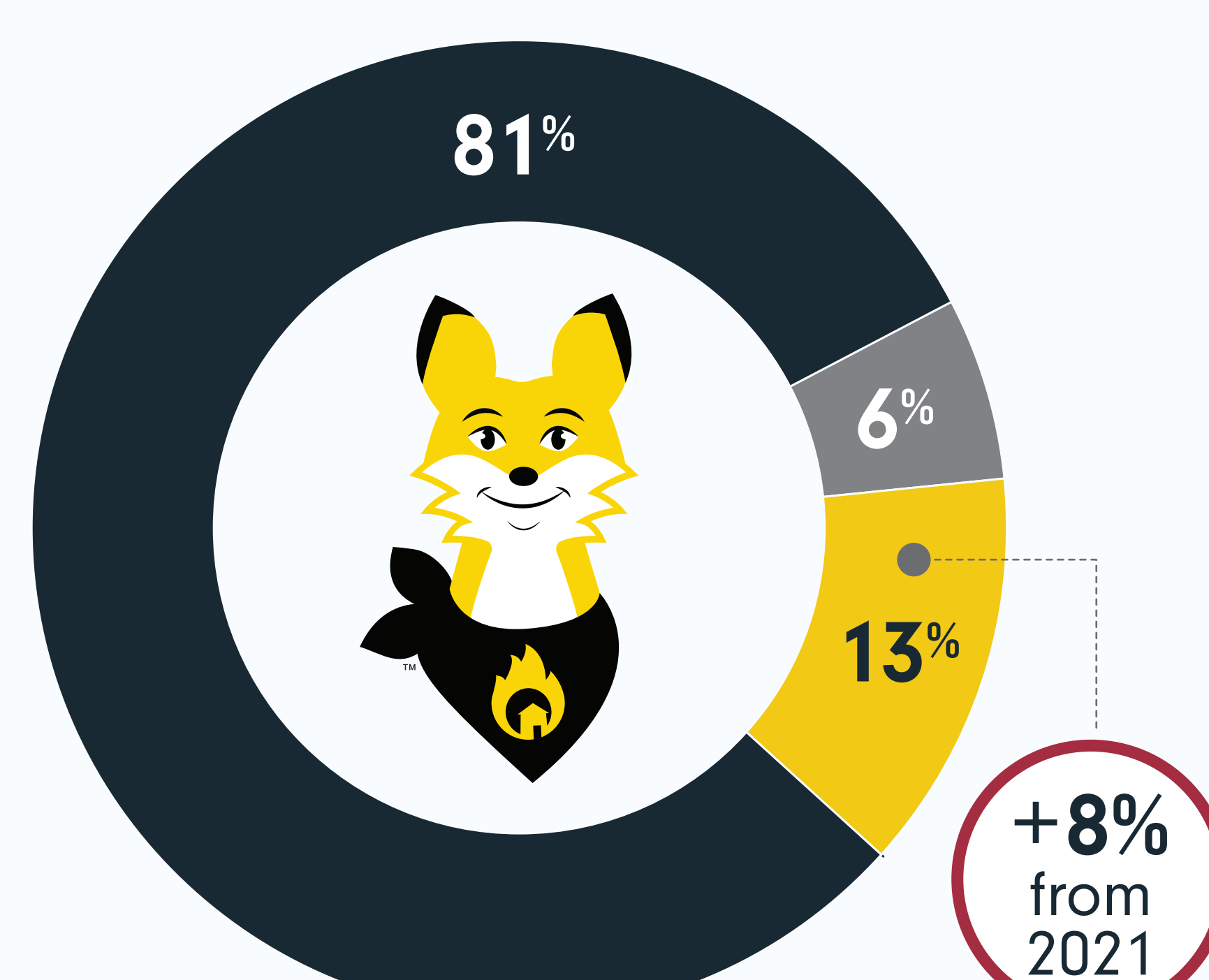
Awareness and Perceptions of FireSmart BC

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