

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

Issues facing British Columbia today

92%

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

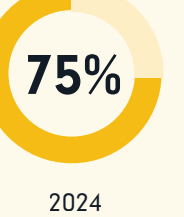
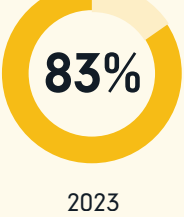
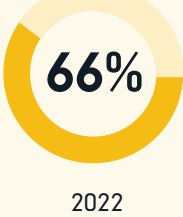
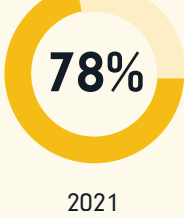
no change from 2024

Impact of wildfires

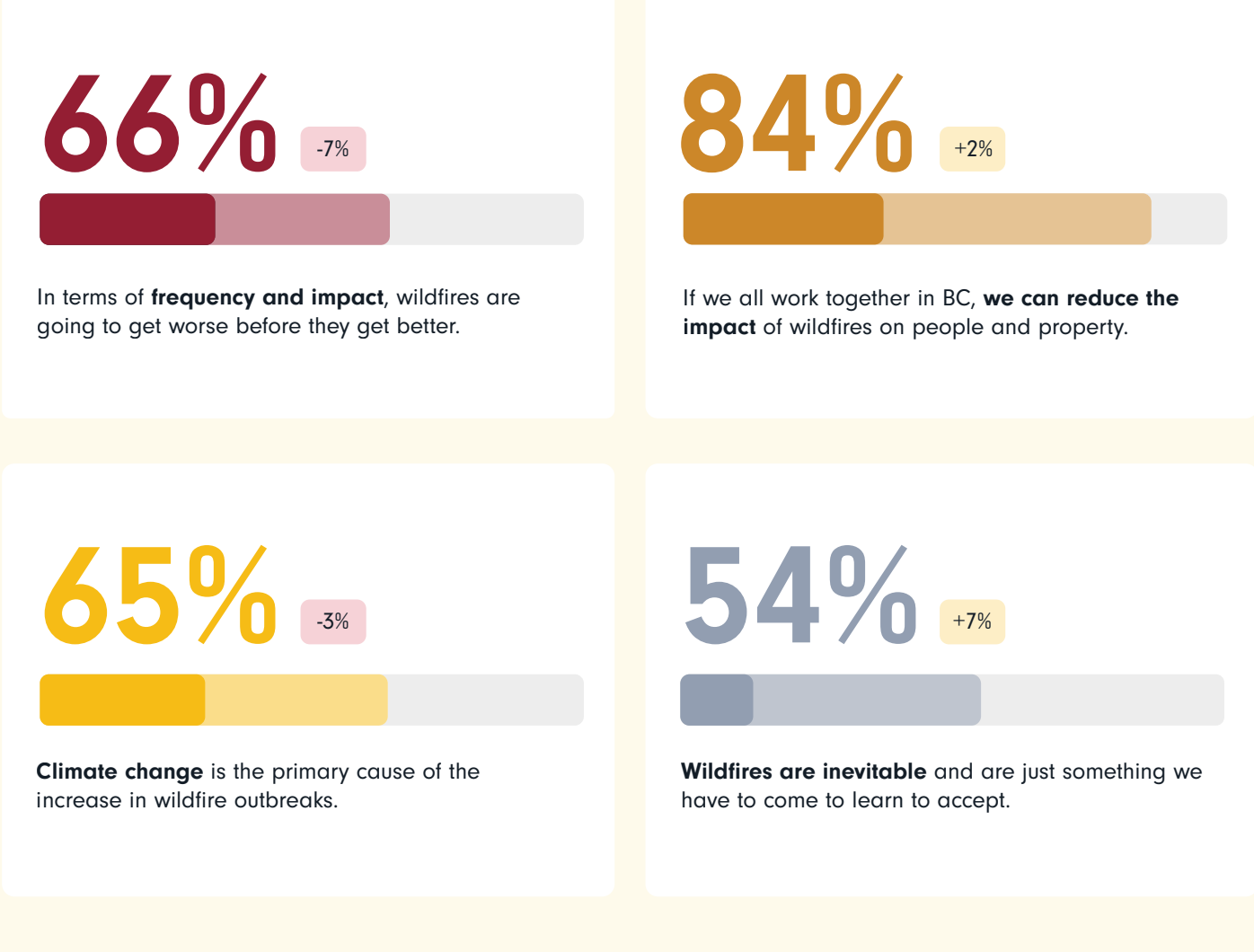
75%

3 in 4 British Columbians believe that the **frequency, scale, and severity** of wildfires in British Columbia have increased.

Change over time

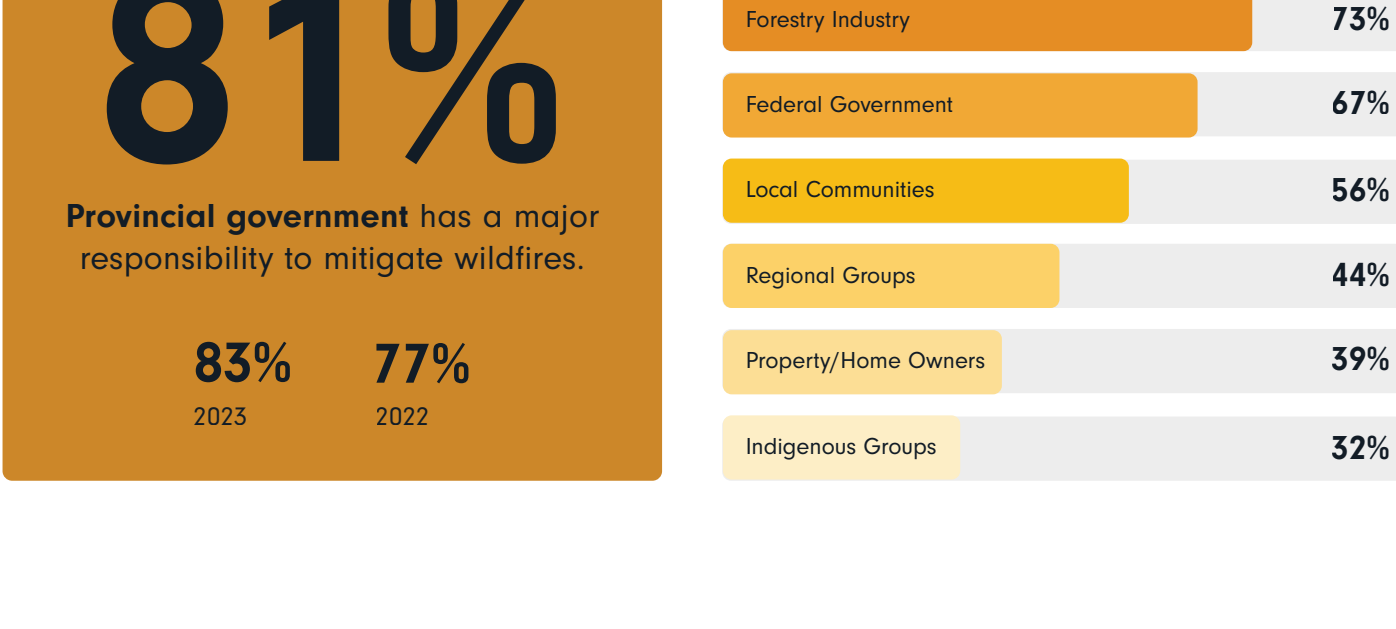


Perceptions of wildfires in 2024

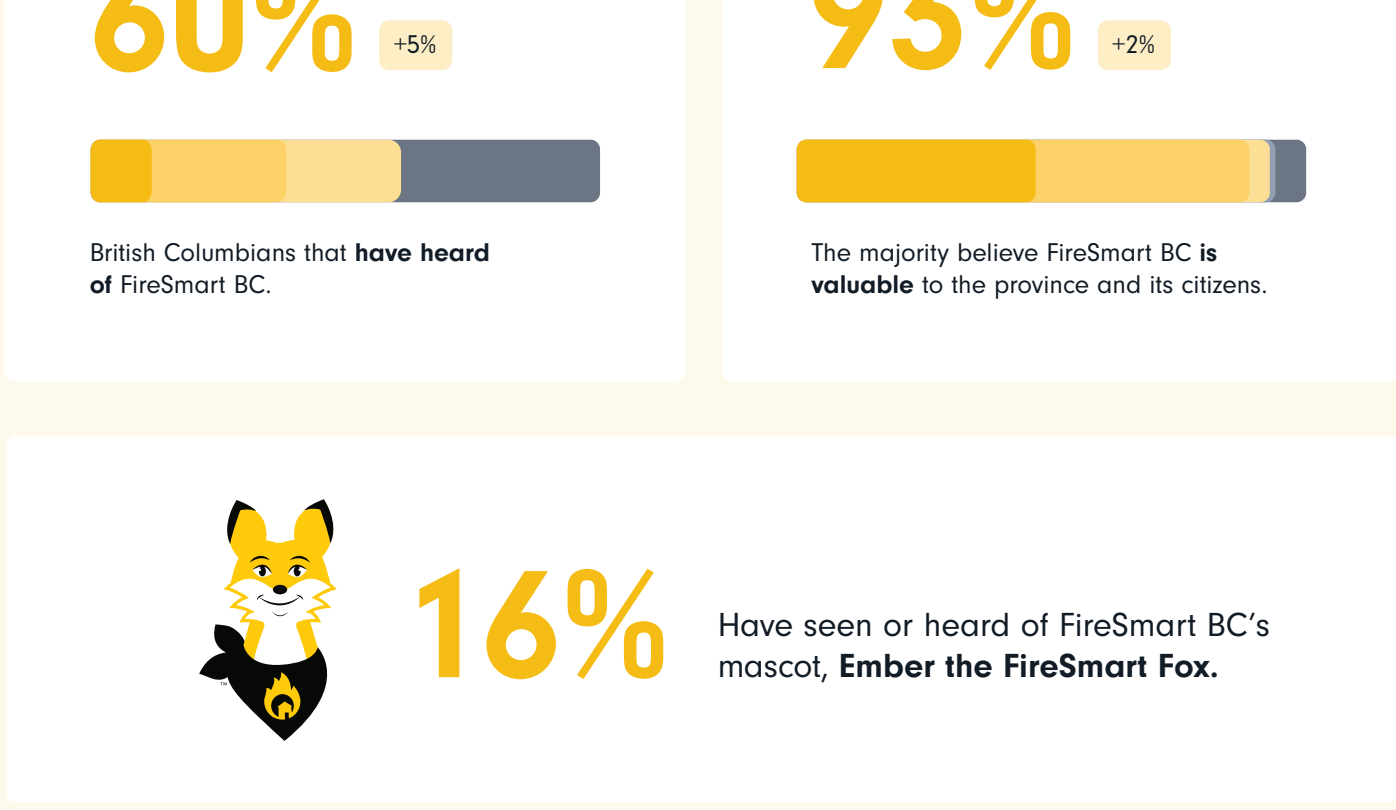


Who is responsible for mitigating the risks?

In 2024, more British Columbians believe the **provincial government has a major responsibility** to develop strategies and marshal the resources to mitigate the risks of wildfires in BC than any other group tested.

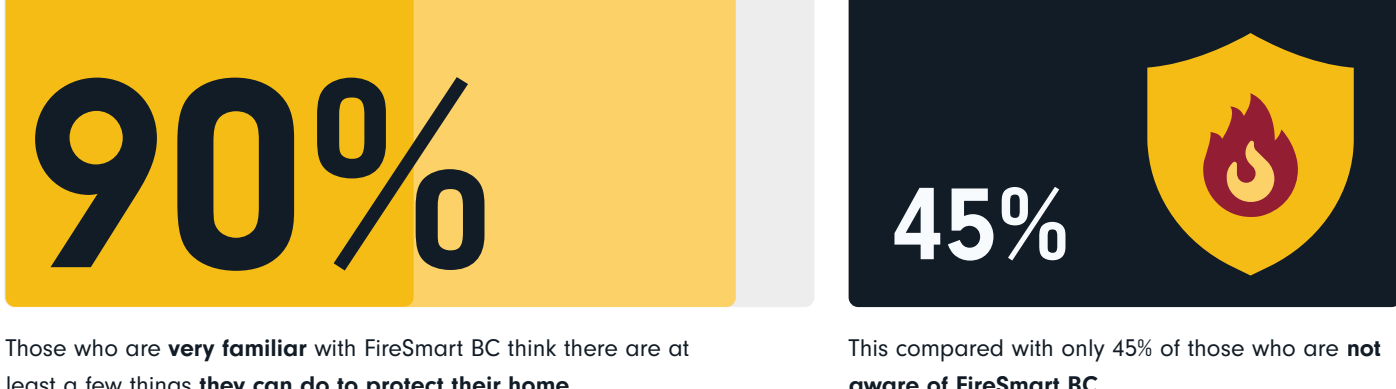


Awareness and perceptions of FireSmart BC in 2024



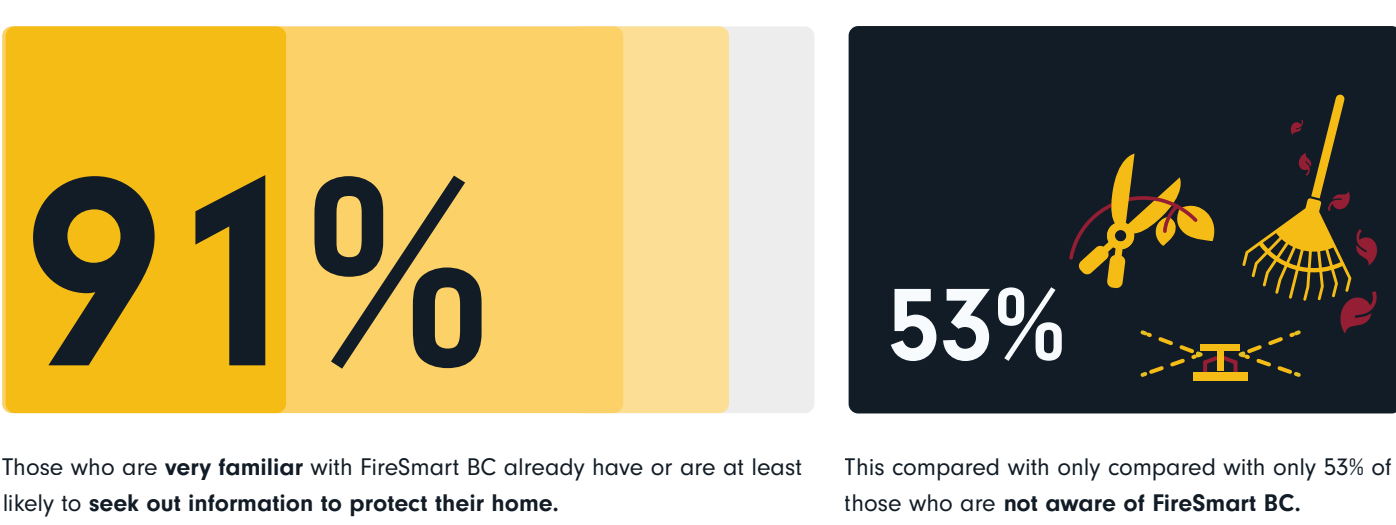
Preparedness & home protection

British Columbians (60%) think they have a role to play in wildfire preparedness by protecting their homes. Once familiar with FireSmart BC that number significantly increases.



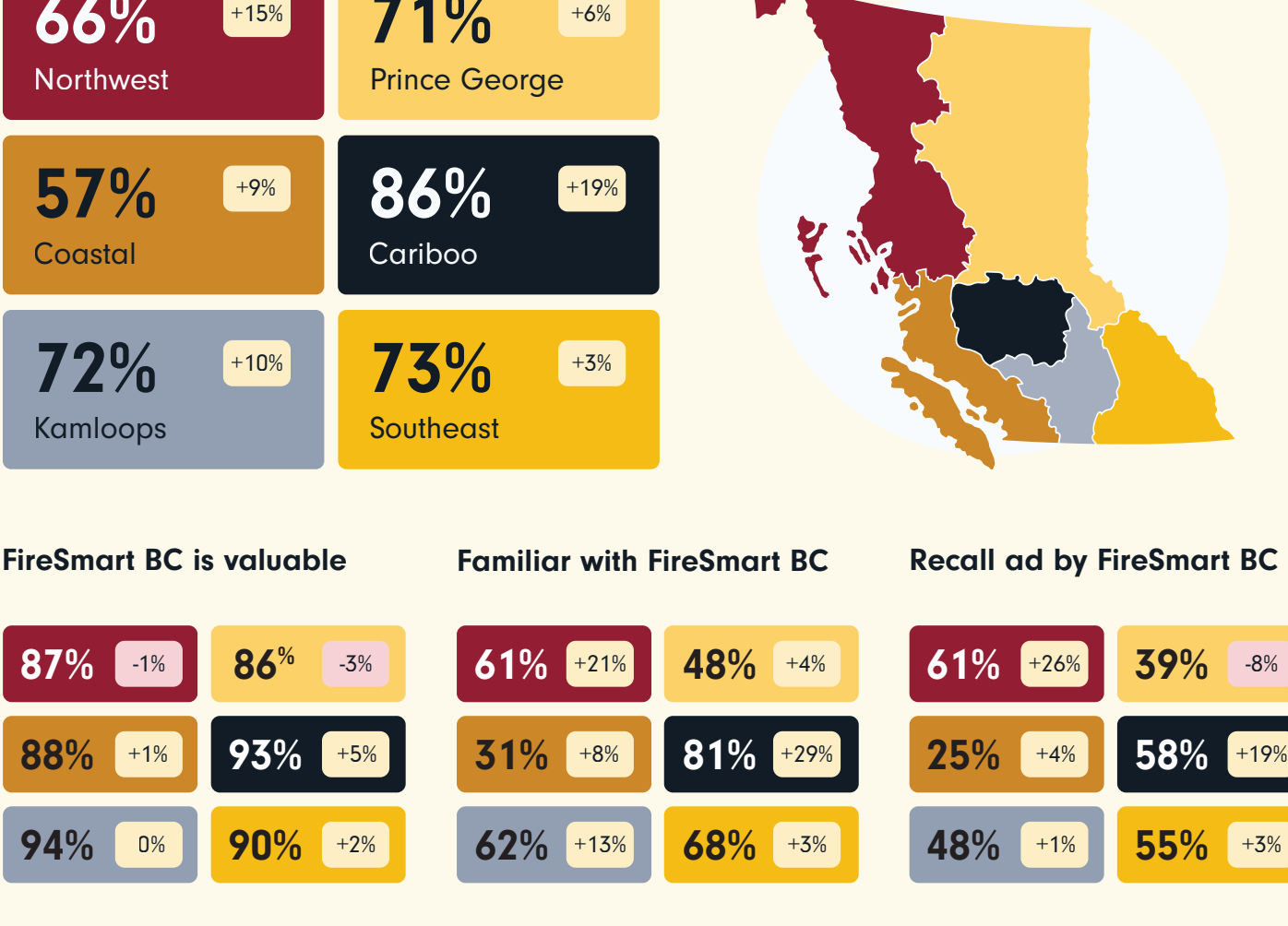
Informed about home protection

In fact, two-thirds have already sought or are at least likely to seek out information to protect their homes or properties.



Significant regional differences in 2024

At least a few things I can do to protect my home or property from wildfire.



FireSmart BC is valuable	Familiar with FireSmart BC	Recall ad by FireSmart BC
87% -1%	86% -3%	61% +21%
48% +4%	61% +26%	39% -8%
88% +1%	93% +5%	25% +4%
31% +8%	81% +29%	58% +19%
94% 0%	90% +2%	48% +1%
62% +13%	68% +3%	55% +3%

Methodology

To reflect the population of British Columbia, the data was weighted by Fire Centre, age, and gender in line with the most recent data from Statistics Canada.

The 2024 survey was conducted in English between December 9, 2024, and January 1, 2025, and took an average of 15 minutes to complete. Where applicable, data from the 2023, 2022 and 2021 studies have been included. Throughout the report, the acronym “DK/NR” denotes responses of either “Don’t know” or “Prefer not to respond.” Percentages may not add up to 100% due to rounding.

Research by Earncliffe Strategies.

Learn more

View this in an interactive format at firesmartbc.ca

Contact us at info@firesmartbc.ca

