

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 last year

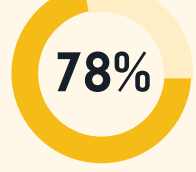
Impact of wildfires

69%

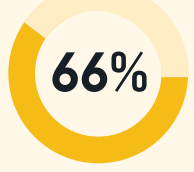


2 out of 3 British Columbians believe that the **frequency, scale, and severity** of wildfires in British Columbia have increased.

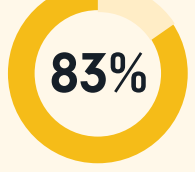
Change over time



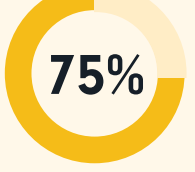
2021



2022



2023



2024

Perceptions of wildfires in 2025

62%

-4%

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

83%

-1%

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

58%

-7%

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

46%

-8%

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

Who is responsible for mitigating the risks?

In 2025, 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.

80%

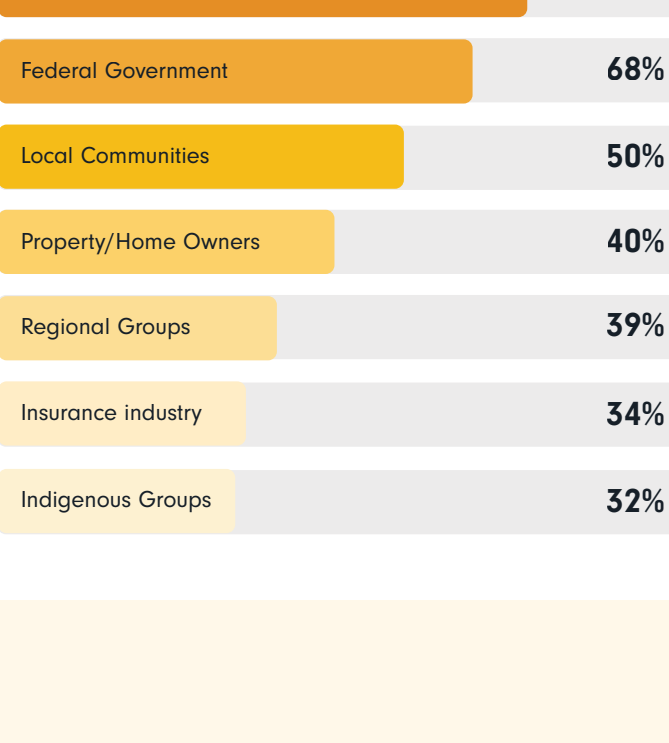
Provincial government has a major responsibility to mitigate wildfires.

81%

2024

83%

2023



Awareness and perceptions of FireSmart BC in 2025

59%

-1%

British Columbians that **have heard** of FireSmart BC.

88%

-5%

The majority believe FireSmart BC is **valuable** to the province and its citizens.



13%

Have seen or heard of FireSmart BC's mascot, **Ember the FireSmart Fox**.

Preparedness & home protection

British Columbians (63%) think they have a role to play in wildfire preparedness by protecting their homes. Once familiar with FireSmart BC that number significantly increases.

91%

Those who are **very familiar** with FireSmart BC think there are at least a few things **they can do to protect their home**.

47%



This compared with only 47% of those who are **not aware of FireSmart BC**.

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.

88%

Those who are **very familiar** with FireSmart BC already have or are at least likely to **seek out information to protect their home**.

50%



This compared with only 50% of those who are **not aware of FireSmart BC**.

Significant regional differences in 2025

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

72%

+6%

Northwest

70%

-1%

Prince George

60%

+3%

Coastal

81%

-5%

Cariboo

71%

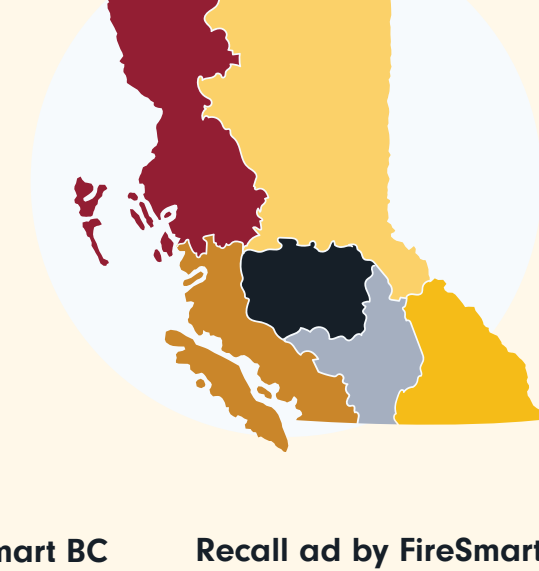
-1%

Kamloops

73%

0%

Southeast



FireSmart BC is valuable

84%

-3%

80%

-6%

Familiar with FireSmart BC

64%

+3%

41%

-7%

Recall ad by FireSmart BC

51%

-10%

39%

0%

84%

-4%

84%

-9%

27%

-4%

69%

-12%

23%

-2%

53%

-5%

92%

-2%

89%

-1%

64%

+2%

64%

-4%

52%

+4%

50%

-5%

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 2025 survey was conducted in English between November 12th and 28th, 2025, and took an average of 13 minutes to complete. Where applicable, data from the 2024, 2023, 2022 and 2021 studies have been included. 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

