

Study on Canadians' beliefs, attitudes, knowledge and behaviours related to wildfire risk



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Table of Contents

Methodology	6
Reporting Considerations	7
TOP2 / BTM2	7
Rounding	7
Multi-mentions	7
Significance Testing	7
Executive Summary	8
Introduction	8
Research Purpose	8
Key Findings	8
Location Characteristics and Risk Perceptions	8
Awareness, Actions, and Perceptions	9
Overall Approach	10
Questionnaire Design	10
Sample Design	11
Weighting	11
Generalization of Data	11
Research Outcomes	11
Total Contract Value	12
Political Neutrality Statement	12
Detailed Findings	13
Location Characteristics and Risk Perceptions	13
Proximity of Home to Wildland Areas	13
Community and Local Area Wildfire Risk	14
Community and Local Area Wildfire Risk – By Region	15
Proximity of Home to Wildland Areas and Associated Wildfire Risk	16
Most Recent Wildfire in the Area	17
Perceived Frequency of Extreme Weather in the Area	18
Perceived Frequency of High Winds in the Area – By Region	19
Perceived Frequency of Extreme Heat in the Area – By Region	20
Perceived Frequency of Drought in the Area – By Region	21
Perceived Likelihood of a Wildfire in the Next 5 Years	22

Perceived Changes in Local Wildfire Risk (Past and Future).....	23
Personal or Known Experiences with Wildfires.....	24
Personal or Known Experiences with Wildfire Smoke	25
Awareness, Actions, and Perceptions.....	26
Community Response: Wildfire-Related Actions	26
Proximity of Home to Wildland Areas and Wildfire-Related Actions	27
Wildfire Risk and Wildfire – Related Actions	28
Wildfire Risk Information Sources Used	29
Proximity of Home to Wildland Areas and Wildfire Risk Information Sources Used	30
Wildfire Risk and Wildfire Risk Information Sources Used	31
Prior Awareness and Familiarity with FireSmart™ Canada.....	32
Knowledge of Others Taking Wildfire Risk Reduction Actions	33
Trust in Sources of Wildfire Protection Advice.....	34
Proximity of Home to Wildland Areas and Trust in Sources of Wildfire Protection Advice	35
Wildfire Risk and Trust in Sources of Wildfire Protection Advice	36
Current or Planned Property Features	37
Motivations and Barriers to Taking Property Actions – Windows and/or sliding doors with multi-paned glass	38
Motivations and Barriers to Taking Property Actions – Roof constructed from Class A fire-rated materials	39
Motivations and Barriers to Taking Property Actions – Pruned trees on your property so that all branches are at least 2 metres above the ground.....	40
Motivations and Barriers to Taking Property Actions – Gutters or eavestroughs screened with metal mesh	41
Motivations and Barriers to Taking Property Actions – Thinned or removed trees on your property so they are all at least 3 metres apart	42
Motivations and Barriers to Taking Property Actions – Removed highly flammable plants	43
Motivations and Barriers to Taking Property Actions – Exterior covered in fire-resistant material/siding.....	44
Motivations and Barriers to Taking Property Actions – Created a "non-combustible zone" around your home that extends at least 1.5 metres	45
Motivations and Barriers to Taking Property Actions – An attached deck or porch constructed from fire-rated or non-combustible materials.....	46
Motivations and Barriers to Taking Property Actions – Fire-resistant external vents.....	47
Perceived Cost of Wildfire Risk Reduction Measures	48

Perceived Difficulty of Wildfire Risk Reduction Measures	49
Perceived Effectiveness of Wildfire Risk Reduction Measures	50
Conclusion: Perceived Cost, Difficulty, and Effectiveness of Wildfire Risk Reduction Measures	51
Demographics	52
Location Type	52
Remote or Isolated	52
Owned or Rented House	53
Building Type	53
Province	54
Age	55
Gender	55
Education	56
Household Income	56
First Nations, Métis or Inuk (Inuit)	57
Live on a Reserve	57
Ethnicity	58

Methodology

Method	Online survey using computer-assisted web interviewing (CAWI)
Criteria for Participation	Residents of Canada who are 18 years of age or older
Sample Size	N=3,004
Fieldwork Dates	January 22 – February 19, 2026
Average Survey Duration	13.6 minutes
Additional Notes	• A sampling strategy was followed during fieldwork to ensure the following quotas were achieved based on the 2021 Census: province and territory, and gender parity within each age group (18–34, 35–54, 55+) and region. Quotas for education, income, official language, and ethnicity were also considered where possible. • 75% of respondents were from rural areas or small cities/towns (outside major urban centres) • Results throughout this report have been statistically weighted by region using provided quotas, along with age and gender, to ensure that the sample reflects the target population according to 2021 Census data. • This survey was available in Canada’s two official languages, English and French. 84% completed it in English, and 16% in French.

Reporting Considerations

TOP2 / BTM2

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “trust” may be the combined result of “strongly trust” and “somewhat trust,” where a grouping of “distrust” (BTM2) may be the combined result of “strongly distrust” and “somewhat distrust”.

Rounding

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Multi-mentions

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., While living in your current community/local area, have you done any of the following? Please select all that apply.) it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question. For example, respondents were able to select “telephone” and “email” as their answer.

Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes. It is important to point out that, not all statistical differences that exist between the segments are mentioned in the notes, but they can all be found in the tabulated data.

For significant differences shown in tables, letters above the row (A, B, C) denotes the percentage which is significantly higher than the segment with the corresponding letter. Each segment is denoted with letters (e.g., A, B, C). If the letter “A” appears below the response of a certain segment, this indicated that the response of that segment is significantly higher than the response of the segment denoted with the letter “A”.

Executive Summary

Introduction

Forum Research was commissioned to conduct a survey of Canadians covering topics important to Natural Resources Canada and the Government of Canada. The survey topics included:

- Location characteristics and associated wildfire risk perceptions
- Awareness of wildfires
- Actions taken or planned against wildfires
- Perceptions of wildfires

Insights garnered from the quantitative study will enable the Government of Canada to further develop and refine policies, program implementation, and communication strategies.

This report addresses the methodological details of the study pertaining to the time period between January 22 to February 19, 2026. This is the final report.

Research Purpose

Research on public perceptions of wildfire risks in Canada remains limited. Commissioned by Natural Resources Canada (NRCan), the purpose of this project is to dive deep into the intricate layers of Canadians' public perceptions, awareness, and knowledge around wildfire risks. This survey is designed to enhance understanding of Canadians' behaviors and attitudes toward wildfire risk reduction. The results will help inform policies, improve programs/initiatives and shape communications. This research also contributes to commitments and goals outlined in the Canadian Council of Forest Ministers' Canadian Wildland Fire Prevention and Mitigation Strategy.

Key Findings

Location Characteristics and Risk Perceptions

Nearly half of respondents live in or near wildland areas, and perceived wildfire risk varies by proximity, geography, and community type.

- 15% of respondents live within a wildland area and 33% live nearby (ranging from less than 100 metres to just under 1 kilometre away). (B10)
- Those living in a wildland area report higher high/severe risk of wildfire (severe: 4%, high: 26%) than those outside wildland areas (severe: 2%, high: 6–13%). (B10xB11)
- Overall, 14% of respondents (TOP2) report a high to severe risk of a wildfire occurring in their community or local area; this rises slightly in rural/small towns (16%) and drops in major urban centres (6%). (B11)
- Regional differences are also evident, with higher perceived risk in British Columbia / Yukon (TOP2: 35%) and Atlantic Canada (TOP2: 20%) compared to other regions. (B11)

While the plurality of respondents have limited recent experience with wildfires in their area, some report extreme weather and anticipate wildfire risk increasing over time.

- 42% of respondents do not recall a wildfire posing risk to people or buildings in their area, and 18% are unsure; among those who do recall, 14% report the most recent event occurred within the last 2–5 years. (B12)
- Nearly half of respondents (TOP2: 48%) say that high winds are common in their area, while one-third (TOP2: 36%) report experiencing extreme heat, and nearly one-quarter (TOP2: 23%) report that droughts are common. (B13)
- Looking ahead, 15% (TOP2) believe a wildfire is likely in their area within the next five years (B14), while 47% (TOP2) report that wildfire risk has increased over past decades and 38% (TOP2) expect it to increase in the coming decades (B15)

Wildfires and wildfire smoke have impacted respondents' mental and physical health, and many know someone who has had to evacuate.

- 1 in 10 respondents (10%) have experienced negative impacts on their mental health as a result of a wildfire and nearly 3 in 10 respondents (29%) know someone who has had to evacuate their home and/or community as a result of a wildfire. (B17)
- 14% respondents have experienced injury or other negative impacts on their physical health as a result of wildfire smoke and over 1 in 4 respondents (26%) know someone who has had to evacuate their home and/or community as a result of a wildfire smoke. (B18)

Awareness, Actions, and Perceptions

Many respondents have not taken wildfire-related actions, though seeking information is the most common step.

- 50% report not completing any suggested wildfire-related actions. Among those who have, the most common steps are seeking information about local wildfire risk (26%), familiarizing themselves with local evacuation plans (20%), talking to neighbours about wildfire risk (20%), and taking action to protect their home, property, or community (20%). (C19)
- 40% have not obtained information about wildfire risk or risk reduction actions. Among those who have, the top sources are internet search (24%), Canadian media (21%), and conversations with family, friends, and colleagues (20%). (C20)
- Prior familiarity with FireSmart™ Canada is very low at 6%, slightly higher in rural/small-town communities (TOP2: 7%) than in major urban centres (TOP2: 3%). (C21)
- 61% don't know anyone who has taken action to reduce wildfire risk; those who do mention family, friends, or coworkers in Canada (17%) and in their community/local area (15%). (C22)

Trust in local fire departments is high, and some respondents have implemented property-level wildfire risk reduction measures.

- 86% (TOP2) trust their local fire department to provide good advice on protecting their home and property from wildfire. (C23)

- About two-fifths (42%) have personally added windows and/or sliding doors with multi-paned glass, and nearly one-fifth (17%) report someone else has done so. (C24)
 - Among those who installed this feature, improving energy efficiency was the top motivator (59%). For those not planning to install, the main barrier was cost of materials and/or labour (38%). (C24A/B)
- Nearly two-fifths (37%) have personally added a roof constructed from Class A fire-rated materials. (C24)
 - Among those who installed this feature, the top motivator was needing a new roof (50%), while cost of materials/labour was the main barrier for those not planning to install (37%). (C24A/B)

Perceived cost and difficulty may limit adoption of highly effective wildfire risk reduction measures.

- Nearly three-fifths (TOP2: 59%) believe Class A fire-rated roofs and fire-resistant siding are expensive. (C25A)
- Just over one-third (TOP2: 36%) perceive installing fire-resistant siding as difficult, while slightly fewer (TOP2: 31%) consider installing a Class A fire-rated roof or deck difficult. (C25B)
- Nearly half (TOP2: 49%) view Class A roofs, and a similar proportion (TOP2: 48%) see fire-resistant siding as effective. (C25C)

Overall Approach

Natural Resources Canada provided specific requirements for conducting the survey in its request for proposal.

The surveys were conducted using the computer-assisted web interview (CAWI, online survey) methodology and was administered in both official languages to the Canadian population.

Questionnaire Design

Natural Resources Canada provided Forum Research with a draft version of the questionnaire. Forum Research worked with the Natural Resources Canada project team to review the questionnaire, with specific attention to question wording, ordering, and the overall flow of the survey. The survey was pre-tested before data collection upon request from Natural Resources Canada. The pre-tests aimed to achieve 20 completes, with 10 administered in French and 10 administered in English. The pre-test data was shared with Natural Resources Canada. A thorough review of the survey flow, logic, and questionnaire design was conducted by both Forum Research and Natural Resources Canada.

Sample Design

The sample was sourced using an online panel methodology, which includes a combination of Fuzion Panel, and partner panels to achieve the required sample size of n=3,000 unique respondents.

The sample targets adults living in Canada 18 years of age and older, aiming for appropriate representation of gender, age, education, income, official language, and regional split from 2021 Statistics Canada Census. Additionally, 75% of respondents were from rural areas or small cities/towns (outside major urban centres).

Weighting

Forum Research, in collaboration with the Natural Resources Canada, applied a weighting strategy (using 2021 Statistics Canada Census data) which is balanced according to:

- Age
- Gender
- Region

Generalization of Data

The sample for data collection has been weighted to ensure it accurately reflects Canadians' opinions. Because the surveys were conducted using online samples, the sample cannot be assumed to be truly random. However, sample from the Fuzion Panel is probability based as it's built using Random-Digit Dialing (RDD), a purely random method that ensures sampling integrity.

Although traditional margin of error cannot be calculated for online samples, it is helpful to compare what the margin of error would be for a probability sample of the same size as a reference point. As such, a margin of error is $\pm 1.8\%$.

Research Outcomes

The Wildfire Risk Behaviour Survey project aims to enhance our understanding of public perceptions, awareness, and knowledge around wildfire risks. It will also support the assessment of the effectiveness of wildfire prevention and mitigation programs, like FireSmart, in influencing community and household risk reduction actions across Canada.

This survey continues previous research conducted by the Program of Applied Research on Climate Action (PARCA) in partnership with Natural Resources Canada (NRCan). Versions of this survey were administered twice, in 2023 and 2024, to slightly different audiences. While the survey questions will remain similar, the target population will now focus on more at-risk communities, emphasizing wildfire risk awareness and risk reduction actions.

By building on the results of these prior perception studies, the research aims to identify regional trends across Canada. These insights will be crucial for developing policies, programs, and communication strategies related to wildfire risks.

Total Contract Value

The total contract value is equal to \$76,784.02

Political Neutrality Statement

I hereby certify as Senior Officer of Forum Research Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Policy on Communications and Federal Identity and the Directive on the Management of Communications - Appendix C (Appendix C: Mandatory Procedures for Public Opinion Research)*.

Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signature:



Dr. Lorne Bozinoff

President & CEO

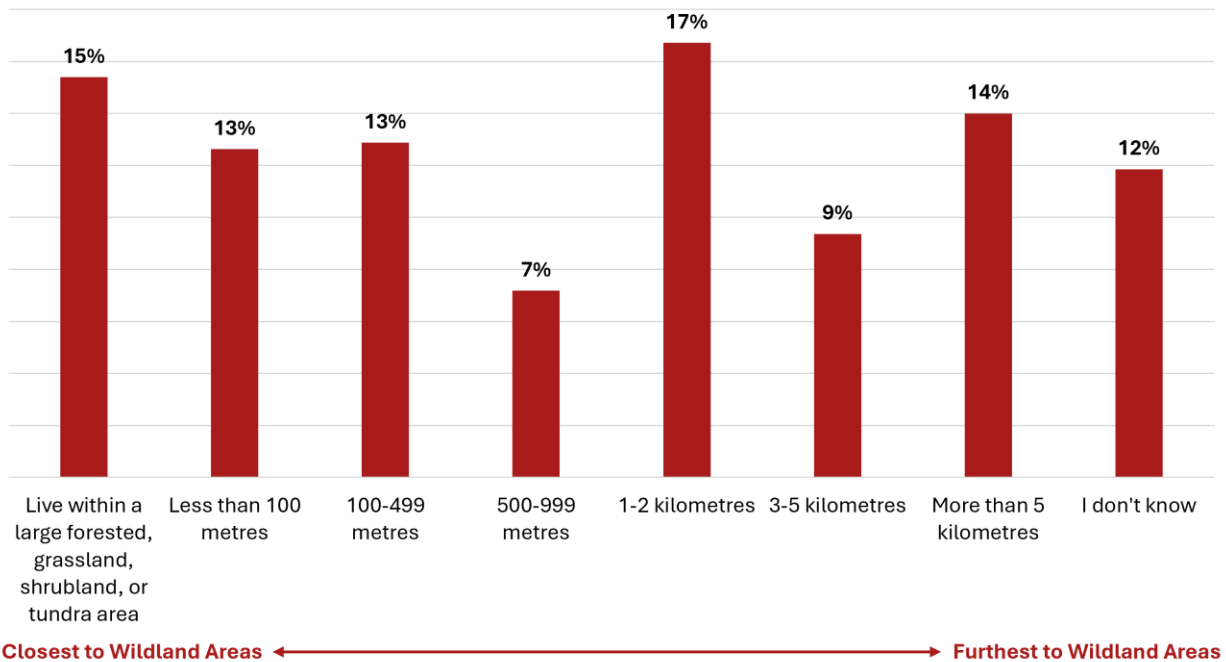
Forum Research Inc.

Detailed Findings

Location Characteristics and Risk Perceptions

Proximity of Home to Wildland Areas

In total, 15% of respondents report living within a wildland area, and an additional 33% live nearby, ranging from less than 100 metres to just under 1 kilometre away.



The following groups are significantly more likely to report living within a wildland area:

- Respondents who do not reside in Ontario (14%–24%), compared to those who do (9%);
- Residents of British Columbia / Yukon (24%), compared to those living in Quebec (16%) or Alberta / Northwest Territories (14%);
- Those living in rural or small towns (19%), particularly respondents who describe their community as remote or isolated (34%), compared to those living in major urban centres (4%) or those who are not remote or isolated (16%);
- Homeowners (17%) compared to renters (13%); and
- Respondents who identify as Indigenous (24%) compared to those who do not (15%).

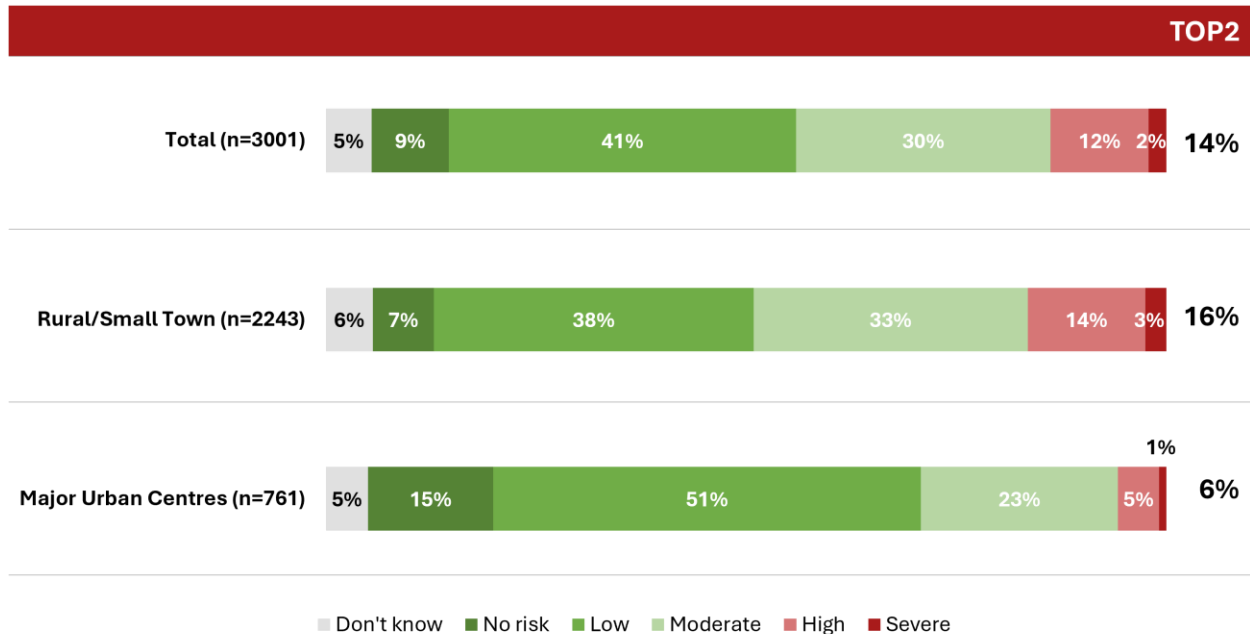
B10. Approximately how far away from your home is the nearest grassland, shrubland, tundra, or large forested area?

Sample Size: n=2989

Base: All respondents, excluding 'prefer not to say'

Community and Local Area Wildfire Risk

14% of respondents (TOP2) report a high to severe risk of a wildfire occurring in their community or local area. Among those living in rural or small towns, this increases slightly to 16%, while in major urban centres, it drops to 6%.



The following groups are significantly more likely to report a high to severe risk of a wildfire occurring in their community or local area (TOP2):

- Those living in rural or small towns (16%), particularly respondents who describe their community as remote or isolated (23%), compared to those living in major urban centres (6%) or those who are not remote or isolated (15%);
- Homeowners (15%), compared to renters (11%);
- Respondents living in a single-detached house (14%) or a row house/townhouse (16%), compared to those living in an apartment (9%);
- Respondents who identify as Indigenous (21%), compared to those who do not (13%);
- Those with a high school diploma or equivalent (15%) or a college certificate or diploma (15%), compared to respondents with a bachelor's degree (11%); and
- Respondents with household incomes under \$40K (16%), compared to those earning \$40K to under \$80K (13%) or over \$150K (12%).

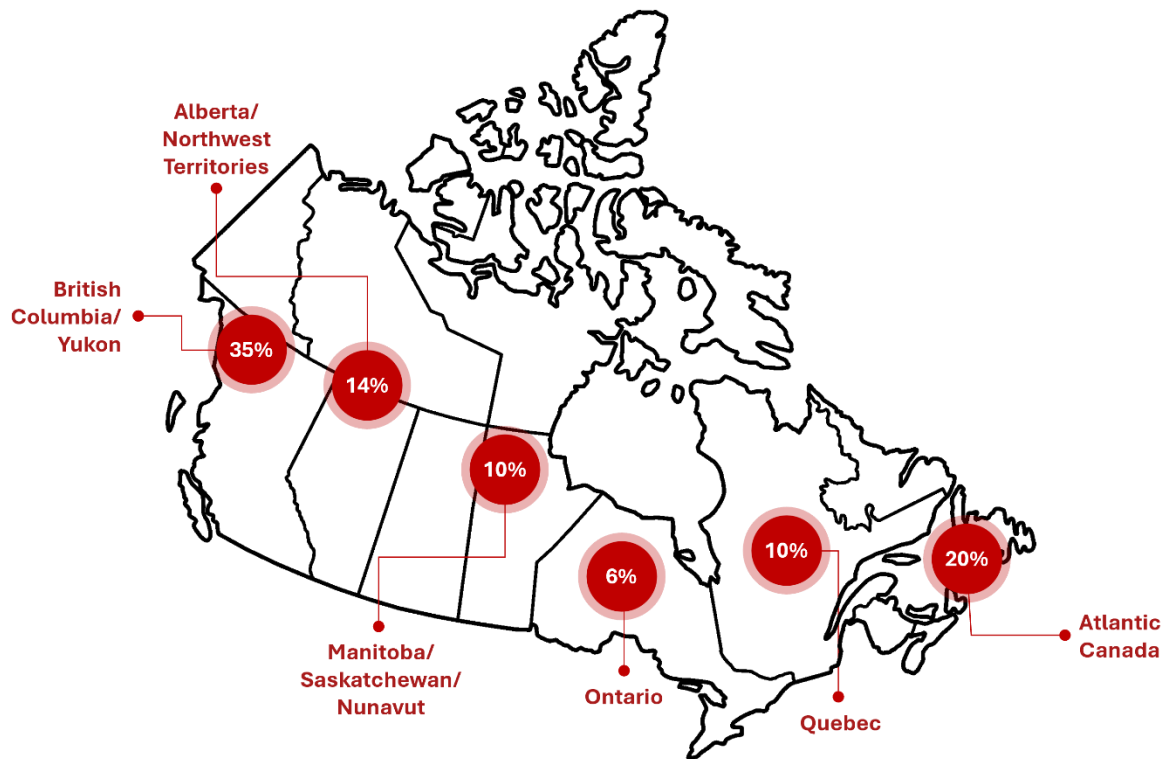
B11. To the best of your knowledge, what is the overall risk of wildfire occurring in your community/local area?

Sample Size: Shown in chart above

Base: All respondents, excluding 'prefer not to say'

Community and Local Area Wildfire Risk – By Region

By region, respondents in British Columbia / Yukon (TOP2: 35%) and Atlantic Canada (TOP2: 20%) report higher rates of high to severe wildfire risk in their community or local area compared to other regions.



The following regions are significantly more likely to report a high to severe risk of a wildfire occurring in their community or local area (TOP2):

- Respondents that reside in British Columbia / Yukon (35%) compared to those who reside in all other regions (6%–20%);
- Respondents who reside in Atlantic Canada (20%) compared to those who reside in Quebec (10%) or Manitoba / Saskatchewan / Nunavut (10%);
- Respondents who reside in Alberta / Northwest Territories (14%) compared to those who reside in Quebec (10%); and
- Respondents who do not reside in Ontario (10%–35%), compared to those who do (6%).

B11. To the best of your knowledge, what is the overall risk of wildfire occurring in your community/local area?

Sample Size: n=3001

Base: All respondents, excluding 'prefer not to say'

Proximity of Home to Wildland Areas and Associated Wildfire Risk

Respondents living within a wildland area are significantly more likely to report a high to severe risk of a wildfire occurring in their community or local area, with 4% reporting severe and 26% reporting high risk, compared to those living outside a wildland area (severe: 2%; high: 6%–13%).

	Live in a wildland area	Less than 100 meters to 999 meters	1+ kms
	A	B	C
n=	459	975	1197
Severe	4% BC	2%	2%
High	26% BC	13% C	6%
Moderate	35% C	35% C	27%
Low	26%	38% A	49% AB
No risk	4%	8% A	11% AB
Don't know	5%	4%	4%

B10. Approximately how far away from your home is the nearest grassland, shrubland, tundra, or large forested area?

Sample Size: n=2989

Base: All respondents, excluding 'prefer not to say'

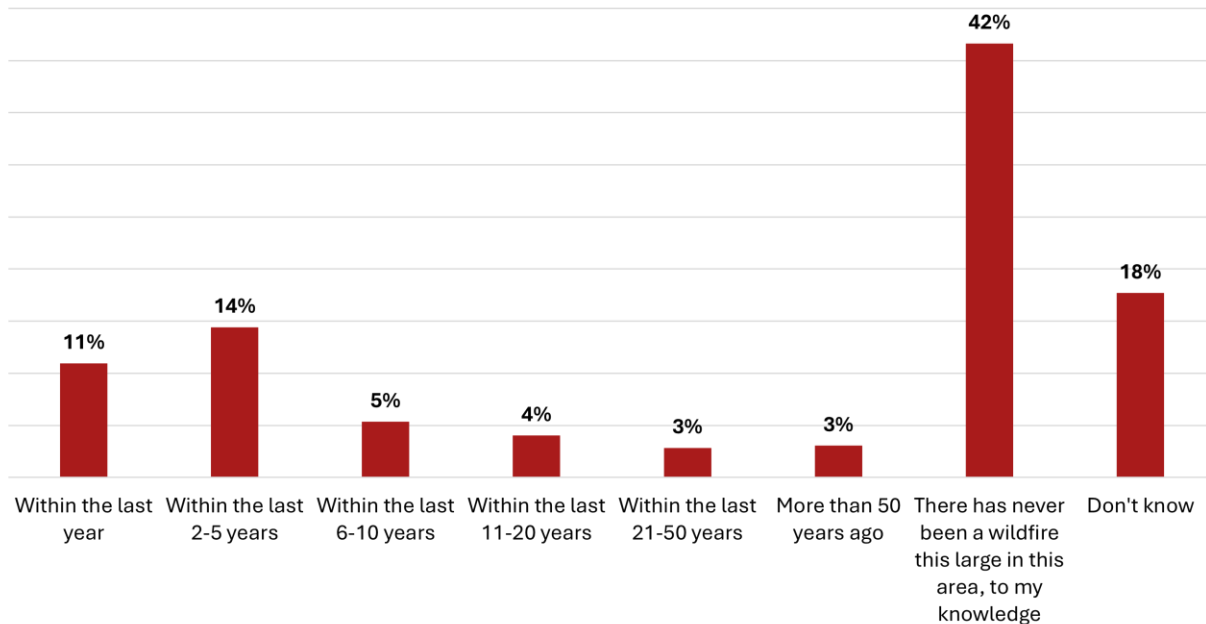
B11. To the best of your knowledge, what is the overall risk of wildfire occurring in your community/local area?

Sample Size: n=3001

Base: All respondents, excluding 'prefer not to say'

Most Recent Wildfire in the Area

The majority of respondents either do not recall a wildfire that posed a risk to people or buildings in their area (42%) or are unsure (18%). Among those who do recall a wildfire, the most recent event occurred within the last 2–5 years for 14% of respondents.



The following groups are significantly more likely to report a wildfire that posed a risk to people or buildings in their area within the last 2–5 years:

- Respondents ages 18 to 54 (16%-17%) compared to respondents ages 55+ (11%);
- Respondents that reside in Alberta / Northwest Territories (25%) or British Columbia / Yukon (29%) compared to all other regions (7%-12%);
- Respondents that reside in Manitoba / Saskatchewan / Nunavut (12%) or Atlantic Canada (12%) compared to those who reside in Ontario (7%);
- Those living in rural or small towns (16%), particularly respondents who describe their community as remote or isolated (22%), compared to those living in major urban centres (10%) or those who are not remote or isolated (15%);
- Respondents who identify as Indigenous (23%) compared to those who do not (14%);
- Respondents with less than a high school diploma or equivalent (21%) compared to those with a bachelor's degree (13%); and
- Respondents with household incomes between \$40K and \$80K(16%), compared to those earning \$150K+ (11%).

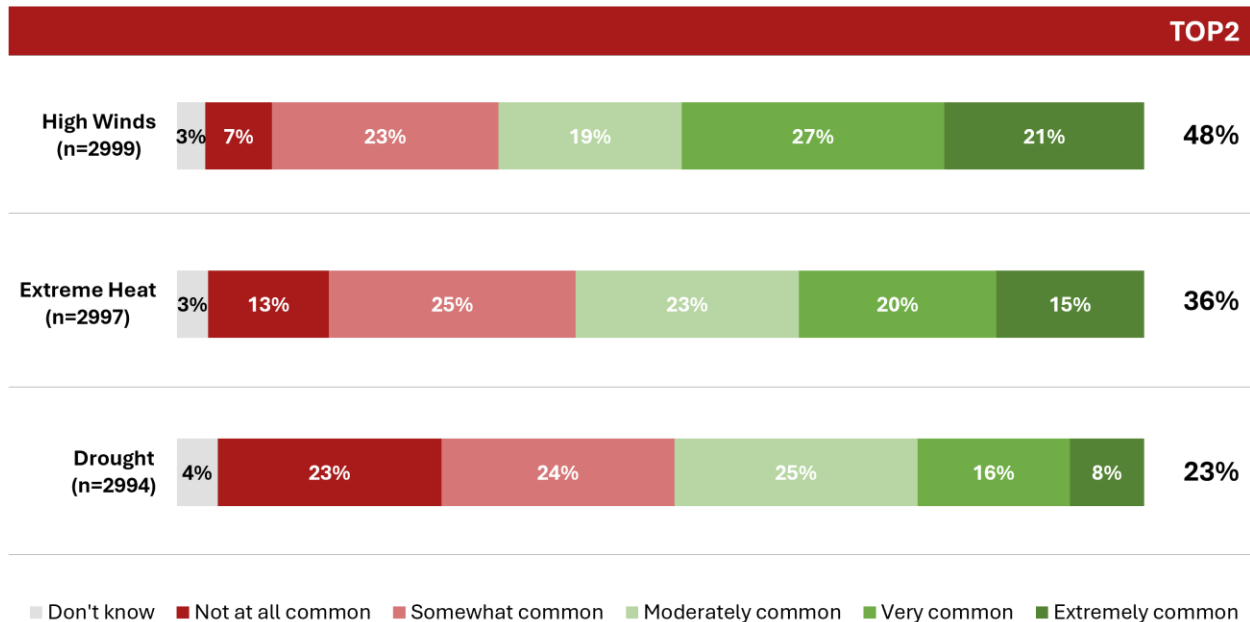
B12. Considering the general vicinity of your home (within 10 kilometers or so), as far as you know when was the most recent wildfire in this area that grew large enough to pose a risk to people or buildings?

Sample Size: n=2997

Base: All respondents, excluding 'prefer not to say'

Perceived Frequency of Extreme Weather in the Area

Nearly half of respondents (TOP2: 48%) say that high winds are common in their area, while one-third (TOP2: 36%) report experiencing extreme heat, and nearly one-quarter (TOP2: 23%) report that droughts are common.



The following groups are significantly more likely to report that high winds are common in their area (TOP2):

- Respondents that report a high (60%) or severe (63%) risk of a wildfire occurring in their community or local area compared to those who report a low (45%) or moderate (50%) risk;
- Respondents ages 55+ (52%) compared to those ages 18-54 (44%-45%);
- Respondents that reside in Atlantic Canada (58%), Manitoba / Saskatchewan / Nunavut (60%), or Alberta / Northwest Territories (53%) compared those who reside in Quebec (38%), Ontario (46%), or British Columbia / Yukon (43%);
- Respondents that reside in Ontario (46%) compared to those who reside in Quebec (38%); and
- Respondents living in a single-detached house (52%) compared to those living in all other dwelling types (39%-45%).

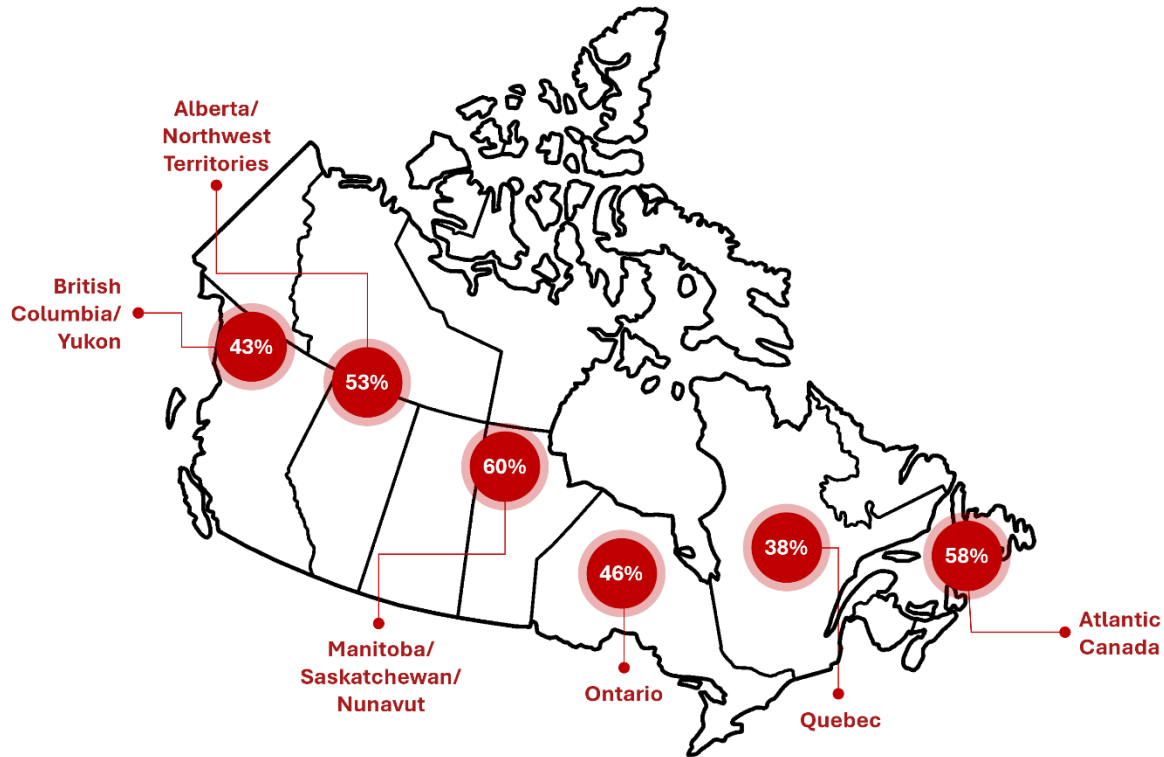
B13. To the best of your knowledge, how common are these weather conditions/events in the area where you currently live:

Sample Size: Shown in chart above

Base: All respondents, excluding 'prefer not to say'

Perceived Frequency of High Winds in the Area – By Region

High winds are most common in Manitoba/ Saskatchewan/ Nunavut (60%), followed by Atlantic Canada (58%), and Alberta/ Northwest Territories (53%).



The following regions are significantly more likely to report that high winds are common in their area (TOP2):

- Respondents that reside in Manitoba / Saskatchewan / Nunavut (60%), Alberta / Northwest Territories (53%), or Atlantic Canada (58%) compared to those who reside in Quebec (38%), Ontario (46%), or British Columbia / Yukon (43%); and
- Respondents that reside in Ontario (46%), compared to those who reside in Quebec (38%).

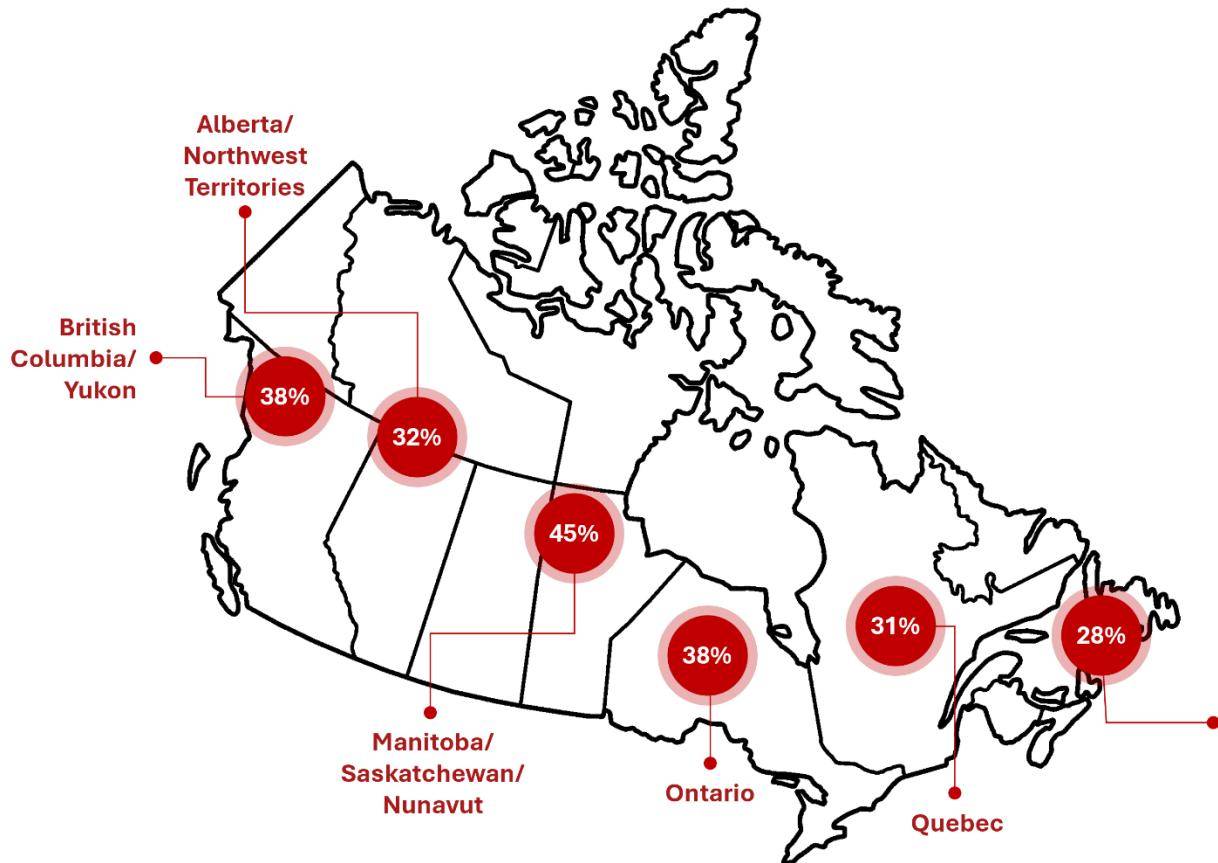
B13. To the best of your knowledge, how common are these weather conditions/events in the area where you currently live:

Sample Size: n=2999

Base: All respondents, excluding 'prefer not to say'

Perceived Frequency of Extreme Heat in the Area – By Region

Extreme heat is most common in Manitoba/ Saskatchewan/ Nunavut (45%), followed by Ontario (38%), and British Columbia/ Yukon (38%).



The following regions are significantly more likely to report that extreme heat is common in their area (TOP2):

- Respondents that reside in Ontario (38%), British Columbia / Yukon (38%), or Manitoba / Saskatchewan / Nunavut (45%), compared to those who reside in Atlantic Canada (28%), or Quebec (31%);
- Respondents that reside in Ontario (38%) or Manitoba / Saskatchewan / Nunavut (45%) compared to those who reside in Alberta / Northwest Territories (32%); and
- Respondents that reside in Manitoba / Saskatchewan / Nunavut (45%) compared to those who reside in Ontario (38%).

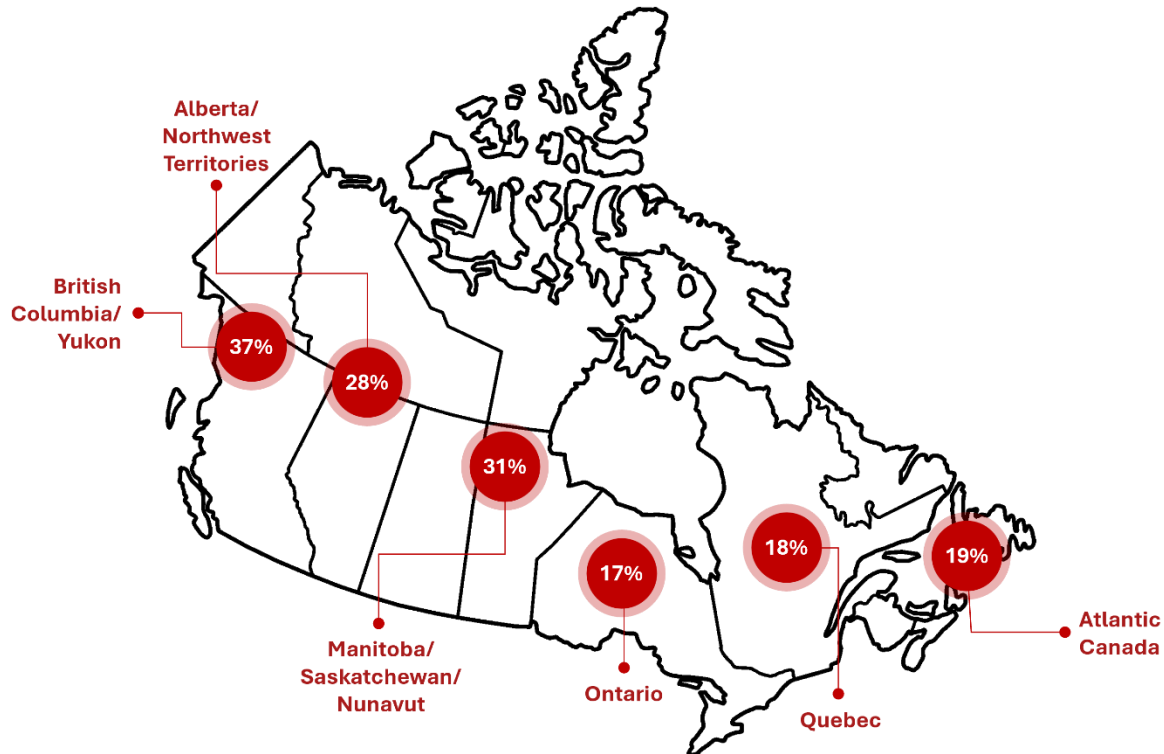
B13. To the best of your knowledge, how common are these weather conditions/events in the area where you currently live:

Sample Size: n=2997

Base: All respondents, excluding 'prefer not to say'

Perceived Frequency of Drought in the Area – By Region

Droughts are most common in British Columbia/ Yukon (37%), followed by Manitoba/ Saskatchewan/ Nunavut (31%), and Alberta/ Northwest Territories (28%).



The following regions are significantly more likely to report that droughts are common in their area (TOP2):

- Respondents that reside in British Columbia / Yukon (37%), Manitoba / Saskatchewan / Nunavut (31%), or Alberta / Northwest Territories (28%) compared to those who reside in Ontario (17%), Quebec (18%), or Atlantic Canada (19%); and
- Respondents that reside in British Columbia / Yukon (37%), compared to those who reside in Manitoba / Saskatchewan / Nunavut (31%) or Alberta / Northwest Territories (28%).

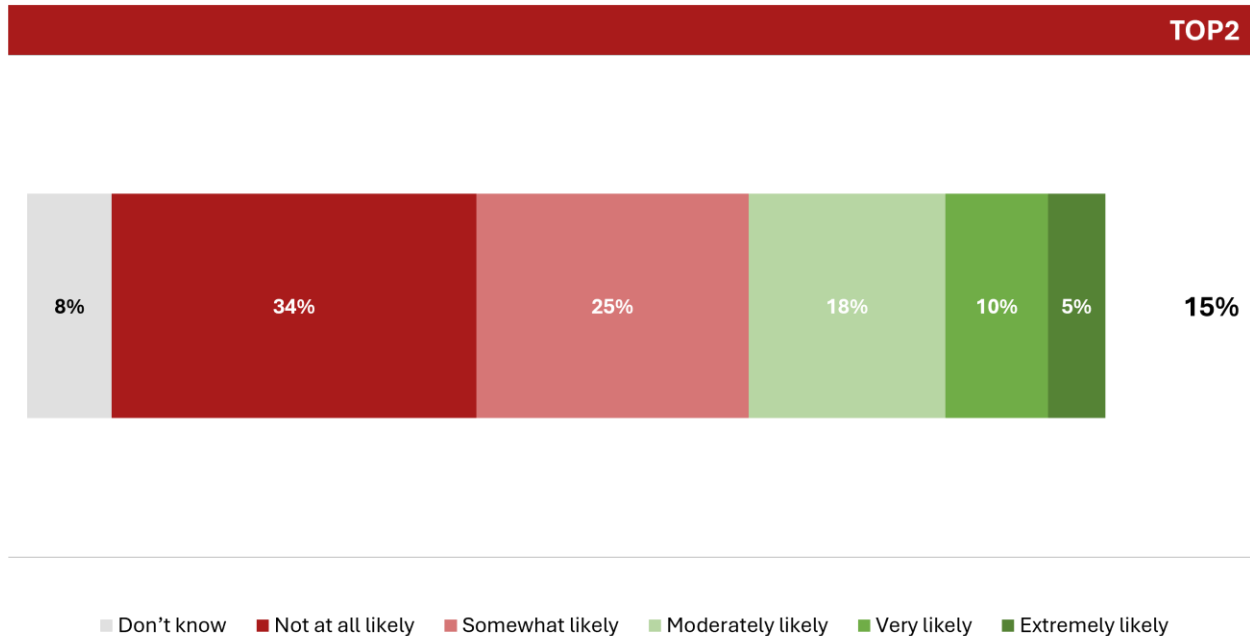
B13. To the best of your knowledge, how common are these weather conditions/events in the area where you currently live:

Sample Size: n=2994

Base: All respondents, excluding 'prefer not to say'

Perceived Likelihood of a Wildfire in the Next 5 Years

15% of respondents (TOP2) believe it is likely that a wildfire will occur in their community or local area within the next five years.



The following groups are significantly more likely to say that a wildfire will occur in their community or local area within the next five years (TOP2):

- Respondents ages 35 to 54 (18%) compared to those ages 55+ (12%);
- Those living in rural or small towns (17%), particularly respondents who describe their community as remote or isolated (20%), compared to those living in major urban centres (9%) or those who are not remote or isolated (16%);
- Respondents who identify as Indigenous (27%) compared to those who do not (14%);
- Respondents that reside in British Columbia / Yukon (35%) compared to all other regions (6%-26%);
- Respondents that reside in Atlantic Canada (26%) compared to all other regions, excluding British Columbia / Yukon (6%-16%);
- Respondents that reside in Alberta / Northwest Territories (16%) compared to those who reside in Quebec (9%) or Ontario (6%); and
- Respondents that reside in Manitoba / Saskatchewan / Nunavut (13%) compared to those who reside in Ontario (6%).

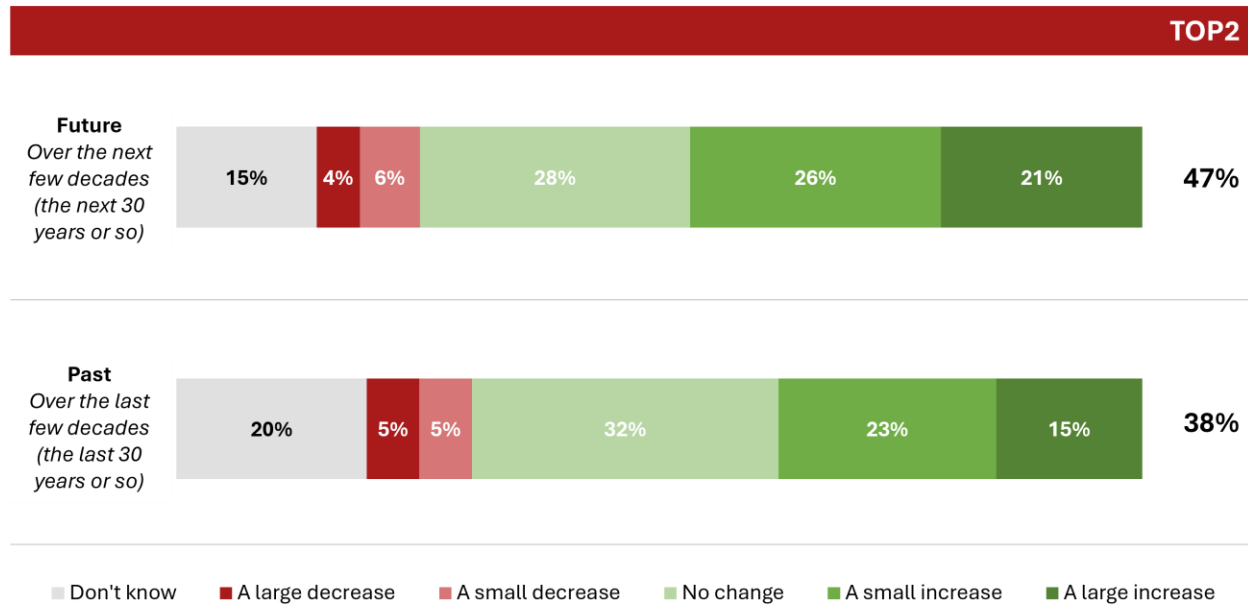
B14. How likely do you think it is that a wildfire will occur in your community/local area within the next 5 years?

Sample Size: n=3004

Base: All respondents, excluding 'prefer not to say'

Perceived Changes in Local Wildfire Risk (Past and Future)

Over the last few decades, nearly half of respondents (TOP2: 47%) report that wildfire risk has increased in their community or local area. Looking ahead, nearly two-fifths of respondents (TOP2: 38%) expect wildfire risk to increase in their community or local area over the next few decades.



The following groups are significantly more likely to say that wildfire risk will increase in their community or local area over the next few decades (TOP2):

- Respondents ages 35+ (47%-50%) compared to those ages 18 to 34 (41%);
- Women (49%) compared to men (44%);
- Homeowners (51%) compared to renters (40%);
- Respondents that reside in Atlantic Canada (60%) or British Columbia / Yukon (64%) compared to respondents that reside in all other regions (35%-52%)
- Respondents that reside in Alberta / Northwest Territories (52%) compared to those that reside in Quebec (35%), Ontario (41%), or Manitoba / Saskatchewan / Nunavut (44%); and
- Respondents that reside in Ontario (41%) or Manitoba / Saskatchewan / Nunavut (44%) compared to those that reside in Quebec (35%).

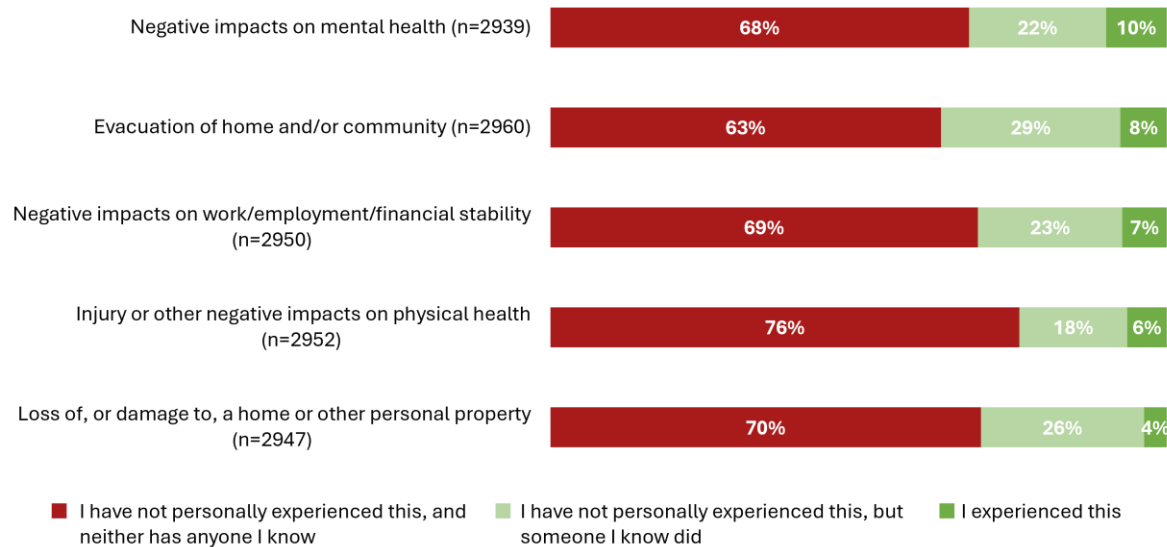
B15. To the best of your knowledge, how has wildfire risk in your community/local area changed over the last few decades (the last 30 years or so)? / **B16.** How do you think wildfire risk in your community/local area will change over the next few decades (the next 30 years or so)?

Sample Size: n=3004

Base: All respondents

Personal or Known Experiences with Wildfires

1 in 10 respondents (10%) have experienced negative impacts on their mental health as a result of a wildfire and nearly 3 in 10 respondents (29%) know someone who has had to evacuate their home and/or community as a result of a wildfire.



The following groups are significantly more likely to have experienced negative impacts on their mental health as a result of a wildfire:

- Respondents ages 18 to 54 (13%) compared to respondents ages 55+ (5%);
- Respondents that reside in all other regions (11%-19%) compared to those who reside in Quebec (7%) or Ontario (4%);
- Respondents that reside in British Columbia / Yukon (19%) compared to respondents that reside in Manitoba / Saskatchewan / Nunavut (11%) or Alberta / Northwest Territories (13%);
- Respondents that reside in Quebec (7%) compared to respondents that reside in Ontario (4%);
- Those living in rural or small towns (11%), particularly respondents who describe their community as remote or isolated (17%), compared to those living in major urban centres (7%) or those who are not remote or isolated (9%);
- Renters (13%) compared to homeowners (8%);
- Respondents who identify as Indigenous (27%) compared to those who do not (8%);
- Respondents with a high school diploma or less education (13%-20%) compared to respondents with higher education (8%-9%); and
- Respondents with household incomes under \$40K (11%), compared to those earning \$80K to less than \$150K (8%).

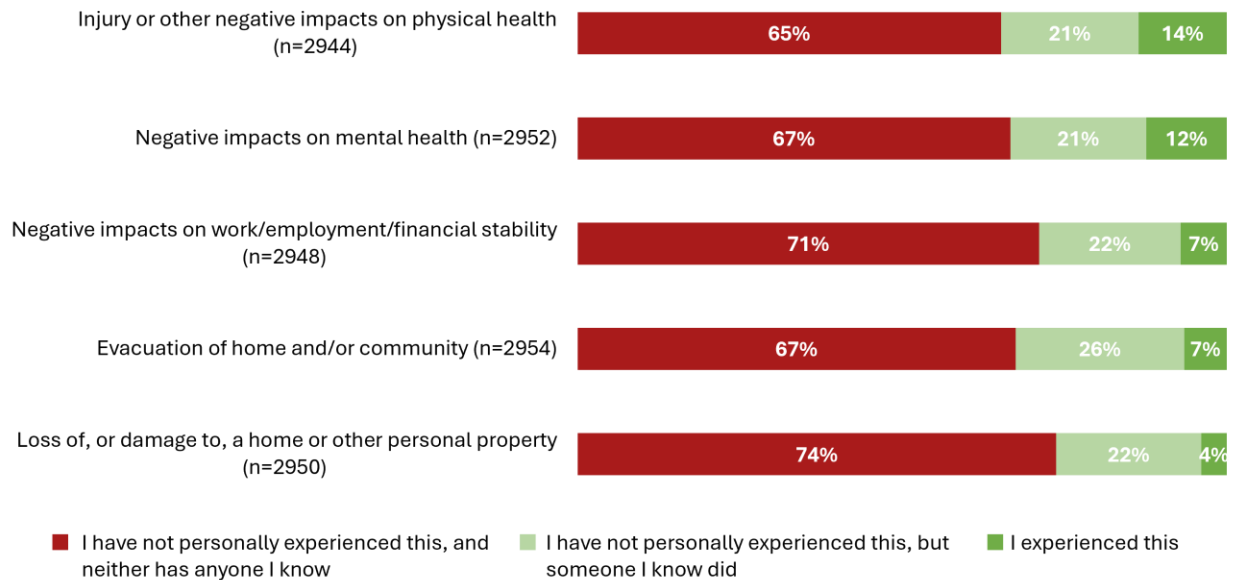
B17. Have you and/or anyone you know experienced any of the following as a result of a wildfire? When answering, consider wildfires only, excluding wildfire smoke.

Sample Size: Shown in chart above

Base: All respondents, excluding 'prefer not to say'

Personal or Known Experiences with Wildfire Smoke

14% of respondents have experienced injury or other negative impacts on their physical health as a result of wildfire smoke and over 1 in 4 respondents (26%) know someone who has had to evacuate their home and/or community as a result of a wildfire smoke.



The following groups are significantly more likely to have experienced negative impacts on their physical health as a result of wildfire smoke:

- Respondents that reside in Manitoba / Saskatchewan / Nunavut (23%), Alberta / Northwest Territories (19%), or British Columbia / Yukon (17%) compared to those who reside in Atlantic Canada (7%), Quebec (9%), or Ontario (11%);
- Respondents living in a semi-detached house (19%) compared to those living in an apartment (12%);
- Respondents who identify as Indigenous (20%) compared to those who do not (13%); and
- Respondents who identify as a minority (14%) compared to those who do not (8%).

B18. Have you and/or anyone you know experienced any of the following as a result of a wildfire smoke?

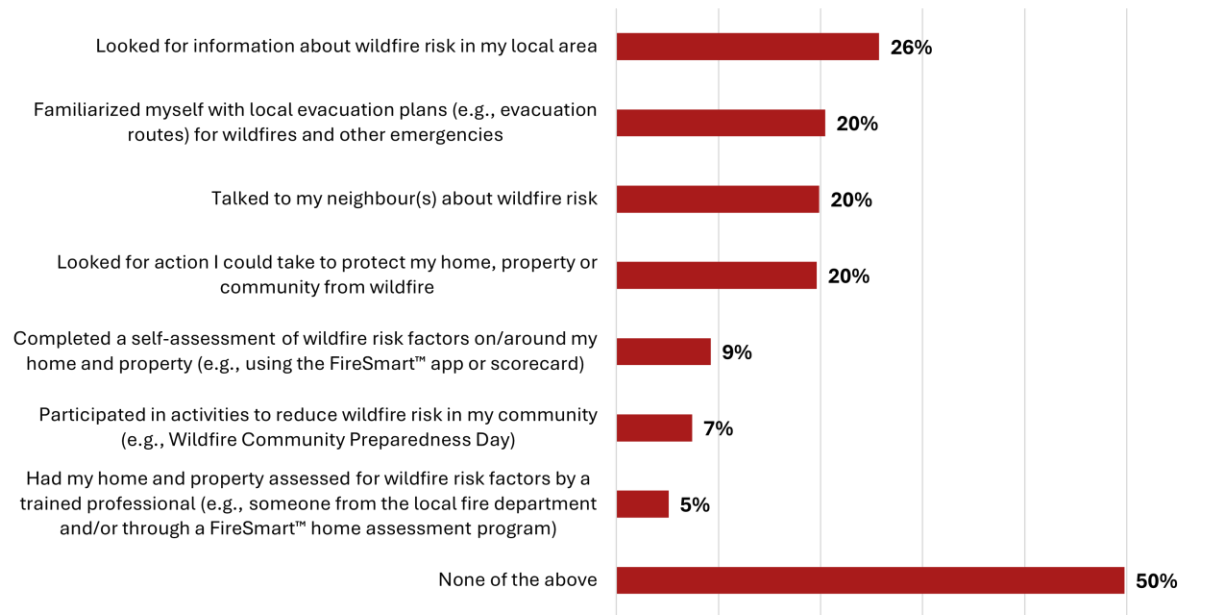
Sample Size: Shown in chart above

Base: All respondents, excluding 'prefer not to say'

Awareness, Actions, and Perceptions

Community Response: Wildfire-Related Actions

Half of respondents (50%) report not completing any of the suggested wildfire-related actions. Among those who have taken action, the most common step is seeking information about wildfire risk in their local area (26%). This is followed by familiarizing themselves with local evacuation plans (20%), talking to neighbours about wildfire risk (20%), and taking action to protect their home, property, or community (20%).



The following groups are significantly more likely to seek information about wildfire risk in their local area:

- Respondents that reside in all regions (21%-43%) compared to respondents living in Quebec (16%);
- Respondents that reside in Alberta / Northwest Territories (28%) compared to respondents that reside in Ontario (21%);
- Respondents that live in British Columbia / Yukon (43%) or Atlantic Canada (36%) compared to all other regions (16%-28%);
- Respondents ages 18 to 54 (28%-32%) compared to respondents ages 55+ (20%);
- Those living in rural or small towns (28%), particularly respondents who describe their community as remote or isolated (33%), compared to those living in major urban centres (19%) or those who are not remote or isolated (28%);
- Renters (30%) compared to homeowners (24%);
- Respondents who identify as Indigenous (39%) compared to those who do not (25%);
- Respondents who identify as a minority (31%) compared to those who do not (23%); and
- Respondents with household incomes of \$40K to just under \$80K (30%) compared to respondents with household incomes of \$80K+ (21%-24%).

C19. While living in your current community/local area, have you done any of the following?
Please select all that apply.

Sample Size: n=3004

Base: All respondents

Proximity of Home to Wildland Areas and Wildfire-Related Actions

Respondents closer to wildland are significantly more likely to take wildfire-related actions. For example, those living within wildland or within 999 m of wildland are more likely than those 1 km+ away to look for information about wildfire risk (33% and 31% vs. 22%).

	Live in a wildland area	Less than 100 meters to 999 meters	1+ kms
	A	B	C
n=	460	977	1198
Looked for information about wildfire risk in my local area	33%	31%	22%
	C	C	
Familiarized myself with local evacuation plans	32%	22%	18%
	BC	C	
Talked to my neighbour(s) about wildfire risk	29%	25%	15%
	C	C	
Looked for action I could take to protect my home, property or community from wildfire	34%	22%	16%
	BC	C	

C19. While living in your current community/local area, have you done any of the following?
Please select all that apply.

Sample Size: n=3004

Base: All respondents

Wildfire Risk and Wildfire – Related Actions

Across the top 4 actions, higher perceived wildfire risk is linked to more proactive behavior. For example, those who live in an area with moderate to severe wildfire risk are more likely than those with low risk to look for information about wildfire risk (33%-49% vs. 19%).

	No Risk	Low Risk	Moderate Risk	High Risk	Severe Risk
	A	B	C	D	E
n=	276	1239	909	350	63
Looked for information about wildfire risk in my local area	12%	19%	33%	43%	49%
			B	BC	BC
Familiarized myself with local evacuation plans	10%	14%	26%	40%	42%
			B	BC	BC
Talked to my neighbour(s) about wildfire risk	9%	12%	26%	39%	52%
			B	BC	BC
Looked for action I could take to protect my home, property or community from wildfire	9%	13%	25%	40%	43%
			B	BC	BC

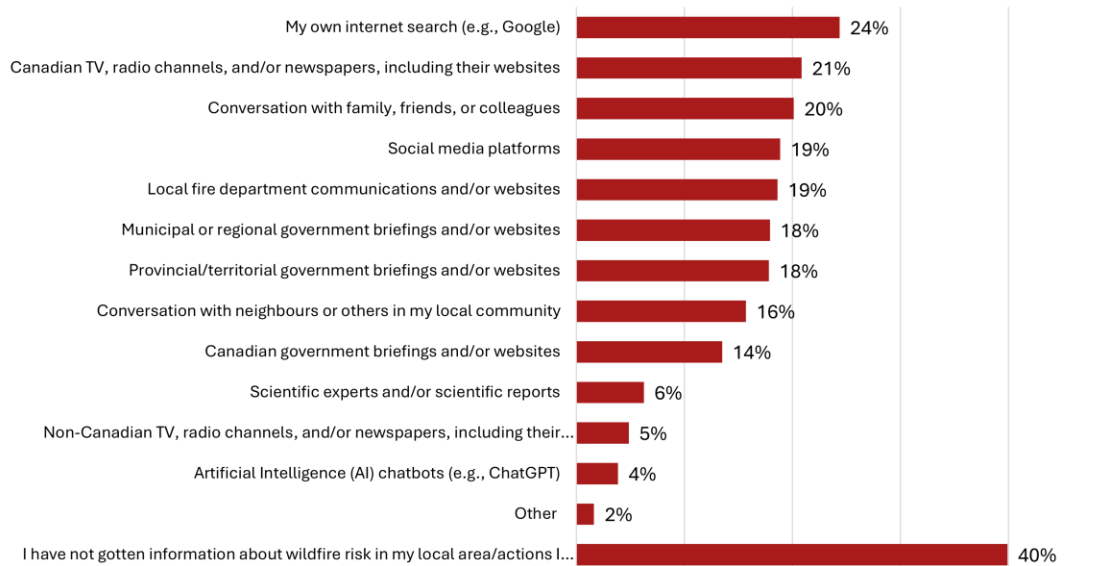
C19. While living in your current community/local area, have you done any of the following?
Please select all that apply.

Sample Size: n=3004

Base: All respondents

Wildfire Risk Information Sources Used

Two-fifths of respondents (40%) have not gotten information about wildfire risk in their local area/actions they can take/risk reduction actions. Among those who have, internet search (24%) is the top resource, followed by Canadian media (21%) and conversations with family, friends, and colleagues (20%).



The following groups are significantly more likely to search on the internet to get information on wildfire risk:

- Respondents ages 18 to 54 (27%-30%) compared to those ages 55+ (19%);
- Respondents that reside in all other regions (20%-34%) compared to those who reside in Quebec (16%);
- Respondents that reside in Alberta / Northwest Territories (30%) or Atlantic Canada (30%) compared to those who reside in Ontario (20%);
- Respondents that reside in British Columbia / Yukon (34%) compared to those who reside in Manitoba / Saskatchewan / Nunavut (25%);
- Those living in rural or small towns (25%), particularly respondents who describe their community as remote or isolated (30%), compared to those living in major urban centres (21%) or those who are not remote or isolated (25%);
- Respondents who identify as Indigenous (30%) compared to those who do not (24%);
- Respondents who identify as a minority (32%) compared to those who do not (22%); and
- Respondents with a post graduate degree above bachelor's level (29%) compared to respondents with a high school diploma or equivalent (22%).

C20. Have you gotten information about wildfire risk in your local area, the actions you can take to protect your home/property/community, and/or risk reduction actions that are being taken in your local area from any of the following? Please select all that apply.

Sample Size: n=3004

Base: All respondents

Proximity of Home to Wildland Areas and Wildfire Risk Information Sources Used

Respondents closer to wildland are significantly more likely to find information about wildfire risk in their local area/actions they can take. For example, those living within wildland or within 999 m of wildland are more likely than those 1 km+ away to search for wildfire risk information on the internet (33% and 27% vs. 21%).

	Live in a wildland area	Less than 100 meters to 999 meters	1+ kms
	A	B	C
n=	460	977	1198
My own internet search (e.g., Google)	33%	27%	21%
	BC	C	
Canadian TV, radio channels, and/or newspapers, including their websites	23%	25%	20%
		C	
Conversation with family, friends, or colleagues	26%	24%	17%
	C	C	
Social media platforms	24%	20%	18%
	C		

C20. Have you gotten information about wildfire risk in your local area, the actions you can take to protect your home/property/community, and/or risk reduction actions that are being taken in your local area from any of the following? Please select all that apply.

Sample Size: n=3004

Base: All respondents

Wildfire Risk and Wildfire Risk Information Sources Used

Higher perceived wildfire risk is linked to more proactive behavior in researching wildfire risk information sources. For example, those that live in an area with moderate to severe wildfire risk are more likely than those with low risk to search the internet for actions they can take to protect their home or reduce risks (28%-39% vs. 21%).

	No Risk	Low Risk	Moderate Risk	High Risk	Severe Risk
	A	B	C	D	E
n=	276	1239	909	350	63
My own internet search (e.g., Google)	15%	21%	28%	39%	38%
			B	BC	B
Canadian TV, radio channels, and/or newspapers, including their websites	14%	18%	25%	28%	33%
			B	B	B
Conversation with family, friends, or colleagues	8%	15%	25%	33%	45%
			B	BC	BC
Social media platforms	14%	15%	23%	27%	30%
			B	B	B

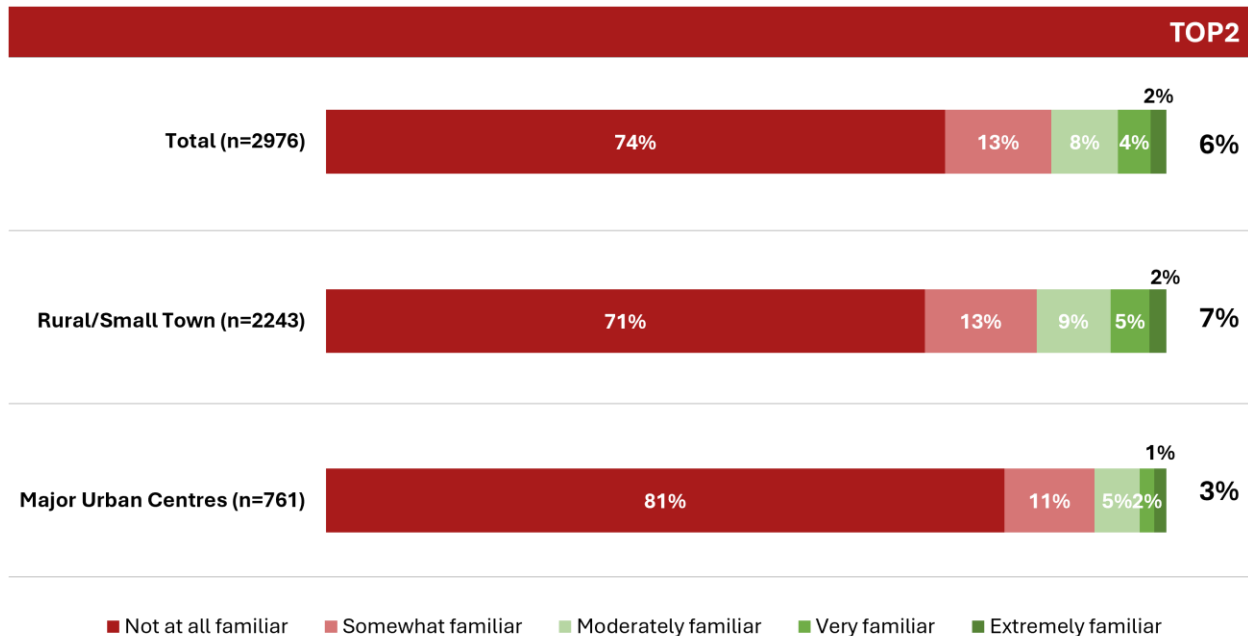
C20. Have you gotten information about wildfire risk in your local area, the actions you can take to protect your home/property/community, and/or risk reduction actions that are being taken in your local area from any of the following? Please select all that apply.

Sample Size: n=3004

Base: All respondents

Prior Awareness and Familiarity with FireSmart™ Canada

Prior to this survey, only 6% of respondents were familiar with FireSmart™ Canada. Familiarity was slightly higher among those living in rural or small-town communities (TOP2: 7%) compared with respondents in major urban centres (TOP2: 3%).



The following groups are significantly more likely to be familiar with FireSmart™ Canada (TOP2):

- Respondents that reside in British Columbia / Yukon (17%) compared to all other regions (3%-6%)
- Respondents that reside in Alberta / Northwest Territories (6%) compared to those who reside in Ontario (3%);
- Those living in rural or small towns (7%), particularly respondents who describe their community as remote or isolated (11%), compared to those living in major urban centres (3%) or those who are not remote or isolated (6%);
- Respondents who identify as Indigenous (16%) compared to those who do not (5%);
- Respondents who identify as a minority (7%) compared to those who do not (4%);
- Men (8%) compared to women (4%); and
- Respondents ages 18 to 54 (7%) compared to residents ages 55+ (4%).

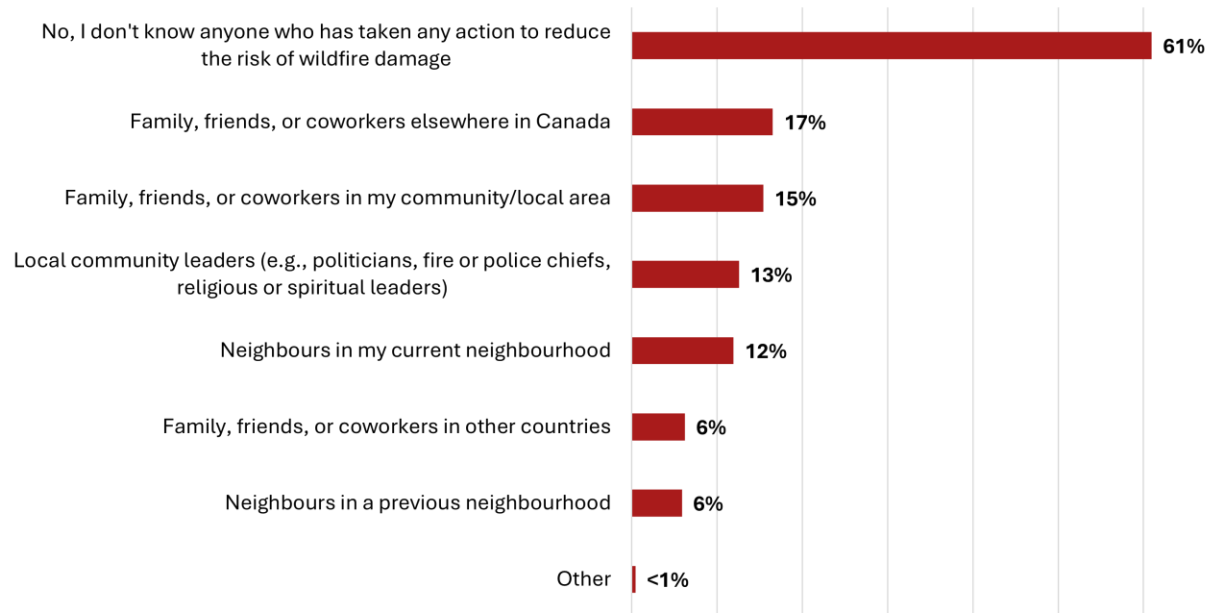
C21. FireSmart™ Canada is a national program designed to help Canadians increase neighbourhood resilience to wildfire and minimize its negative impacts. Some provinces, territories and municipalities also have their own FireSmart™ programs. Prior to this survey, how familiar were you with FireSmart™?

Sample Size: Shown in chart above

Base: All respondents, excluding 'prefer not to say'

Knowledge of Others Taking Wildfire Risk Reduction Actions

Three-fourths of respondents (61%) don't know anyone who has taken any action to reduce the risk of wildfire damage. Among those who do, family, friends, or coworkers in Canada (17%) and in their community/local area (15%) were the top mentions.



The following groups are significantly more likely to say they know family, friends, or coworkers in Canada who has taken any action to reduce the risk of wildfire damage:

- Respondents ages 18 to 54 (18%-22%) compared to respondents ages 55+ (12%);
- Those that reside in all other regions (16%-20%) compared to those who reside in Quebec (10%);
- Respondents who identify as Indigenous (22%) compared to those who do not (16%);
- Respondents with a bachelor's degree (18%) or post graduate degree above bachelor's level (20%) compared to respondents with a high school diploma or equivalent (13%); and
- Respondents with household incomes of \$80K to just under \$150K (19%) or \$150K+ (21%) compared to respondents with household incomes of less than \$40K+ (13%).

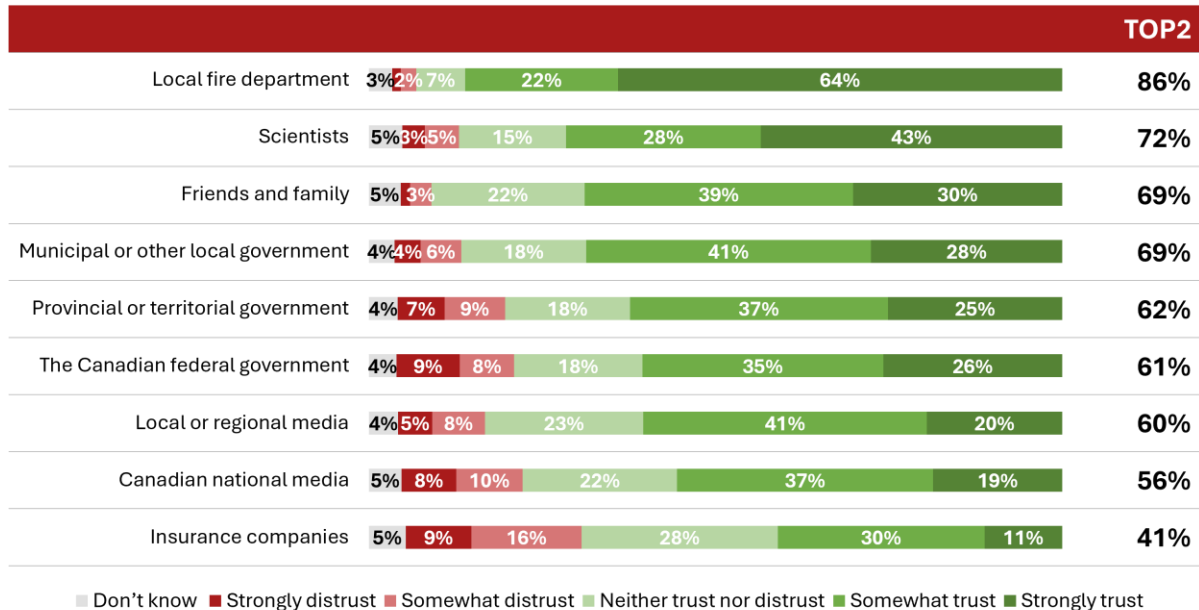
C22. Do you know anyone who has taken action to reduce the risk of wildfire damaging their home, property, neighbourhood, or community? Please select all that apply.

Sample Size: n=3004

Base: All respondents

Trust in Sources of Wildfire Protection Advice

The majority of respondents (TOP2: 86%) trust their local fire department to provide good advice about how to protect their home and property from wildfire.



The following groups are significantly more likely to trust the local fire department to provide good advice about how to protect their home and property from wildfire (TOP2):

- Respondents ages 35+ (84%-91%) compared to respondents ages 18 to 34 (80%);
- Respondents ages 55+ (91%) compared to respondents ages 35 to 54 (84%);
- Respondents that reside in Atlantic Canada (89%), Ontario (85%), Alberta / Northwest Territories (92%), or British Columbia / Yukon (88%) compared to respondents that reside in Quebec (81%);
- Respondents that reside in Alberta / Northwest Territories (92%) compared to respondents that reside in Ontario (85%) or Manitoba / Saskatchewan / Nunavut (85%);
- Homeowners (89%) compared to renters (82%);
- Respondents that live in a single-detached house (89%) compared to respondents that live in a row/townhouse (83%) or an apartment (83%);
- Respondents who don't identify as Indigenous (87%) compared to those who do (75%);
- Respondents who don't identify as a minority (88%) compared to those who do (82%);
- Respondents with a high school diploma or more education (83%-91%) compared to respondents with less than a high school diploma or equivalent (68%); and
- Respondents with household incomes of \$40K+ (86%-91%) compared to respondents with a household income of less than \$40K (80%).

C23. To what extent do you trust or distrust each of the following groups to provide good advice about how to protect your home and property from wildfire?

Sample Size: n=3004

Base: All respondents

Proximity of Home to Wildland Areas and Trust in Sources of Wildfire Protection Advice

Respondents further from wildland (1+ kms, TOP2: 90%) are significantly more likely to trust their local fire department to provide good advice about how to protect their home and property from wildfire compared to respondents located less than 100 meters to 999 meters near wildland (TOP2: 86%).

TOP2	Live in a wildland area	Less than 100 meters to 999 meters	1+ kms
	A	B	C
n=	460	977	1198
Local fire department	88%	86%	90%
			B
Scientists	71%	73%	75%
Friends and family	72%	71%	69%
Municipal or local government	68%	70%	73%
			A

C23. To what extent do you trust or distrust each of the following groups to provide good advice about how to protect your home and property from wildfire?

Sample Size: n=3004

Base: All respondents

Wildfire Risk and Trust in Sources of Wildfire Protection Advice

Respondents with lower perceived wildfire risk (TOP2: 90%) are significantly more likely to trust their local fire department to provide good advice about how to protect their home and property from wildfire compared to respondents with moderate wildfire risk (TOP2: 86%).

	No Risk	Low Risk	Moderate Risk	High Risk	Severe Risk
	A	B	C	D	E
n=	276	1239	909	350	63
Local fire department	79%	90%	86%	87%	80%
		C			
Scientists	66%	72%	74%	75%	68%
Friends and family	63%	69%	71%	75%	77%
				B	
Municipal or local government	63%	70%	71%	71%	73%

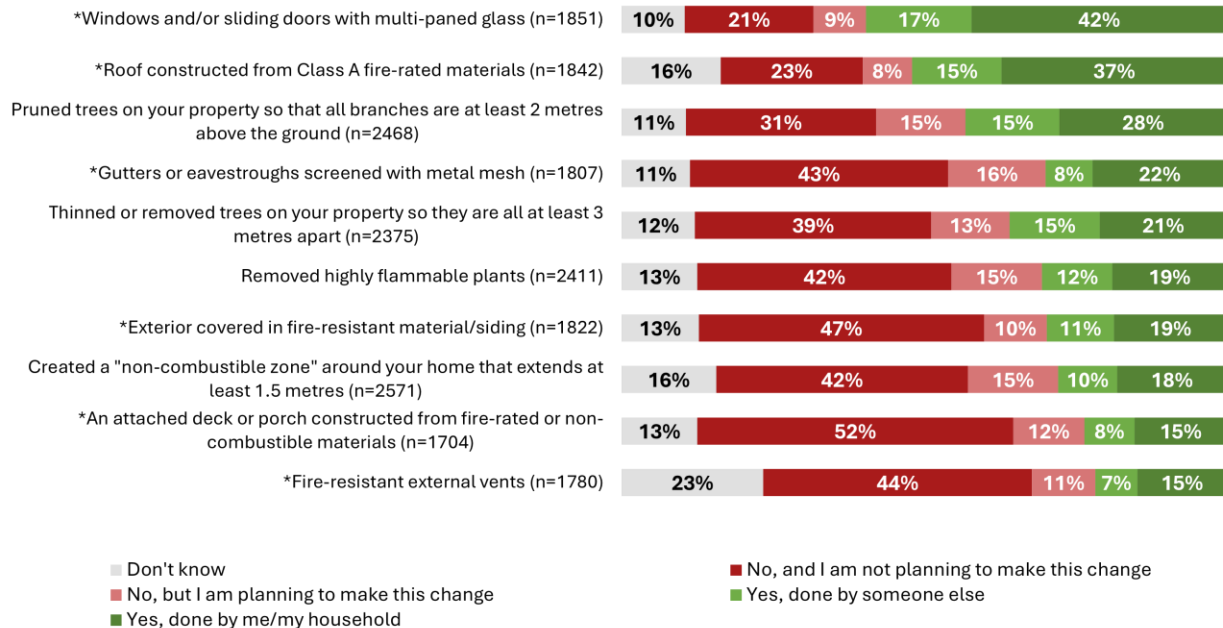
C23. To what extent do you trust or distrust each of the following groups to provide good advice about how to protect your home and property from wildfire?

Sample Size: n=3004

Base: All respondents

Current or Planned Property Features

About two-fifths (42%) of respondents have personally added windows and/or sliding doors with multi-paned glass to their property. Additionally, nearly one-fifth (17%) report that someone else has added this feature to their home.



The following groups are significantly more likely to say they have added windows and/or sliding doors with multi-paned glass:

- Respondents ages 35+ (38%-51%) compared to respondents ages 18 to 34 (27%);
- Respondents ages 55+ (51%) compared to respondents ages 18 to 54 (27%-38%);
- Those who reside in all other regions (41%-50%) compared to those who reside in Quebec (28%);
- Respondents who live in a single-detached house (46%) compared to those who reside in a semi-detached house (34%) or a row/townhouse (26%);
- Respondents who live in a single-detached house (46%) or a semi-detached house (34%) compared to those who live in an apartment (16%);
- Respondents with household incomes of \$80k+ (44%-50%) compared to respondents with a household income of less than \$40K (36%); and
- Respondents with household incomes of \$150k+ (50%) compared to respondents with a household income of \$40K to less than \$80K (39%).

C24. Does your home or property have any of the following features or are you planning to add them?

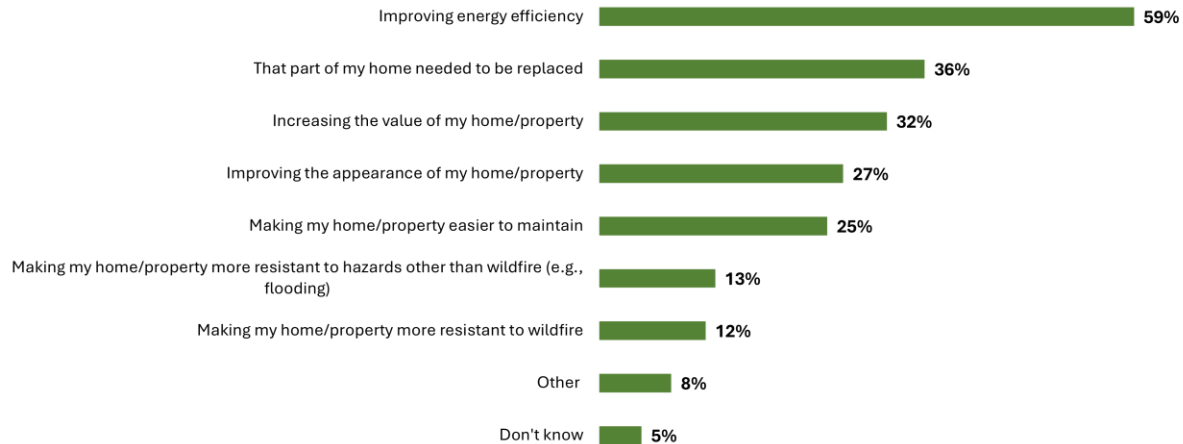
Sample Size: Shown in chart above

Base: All respondents, excluding 'Not applicable'

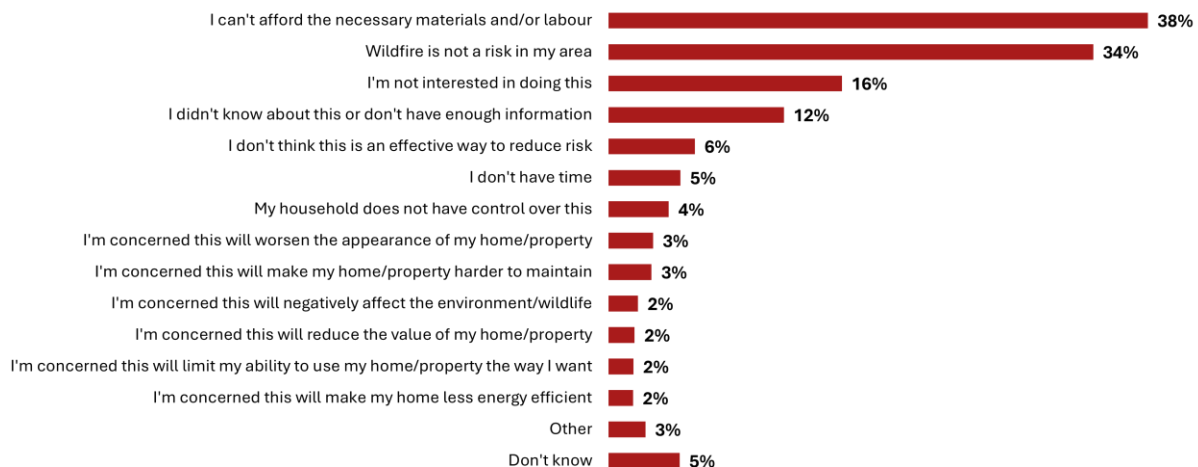
Motivations and Barriers to Taking Property Actions – Windows and/or sliding doors with multi-paned glass

Among respondents who installed windows and/or sliding doors with multi-paned glass, the top motivator was improving energy efficiency (59%). For those not planning to install this feature, the main barrier was the cost of materials and/or labour (38%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=1103

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

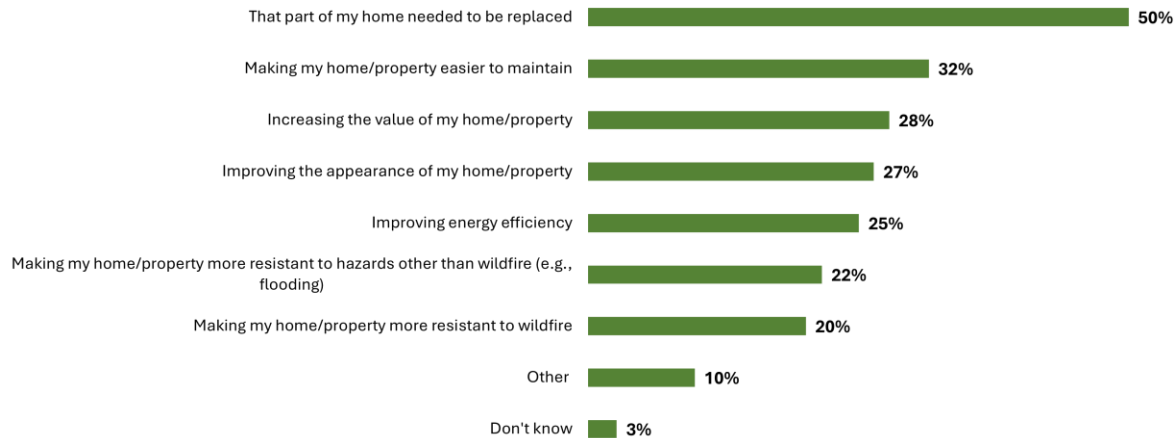
Sample Size: n=394

Base: Respondents that are not planning to take this action on their property

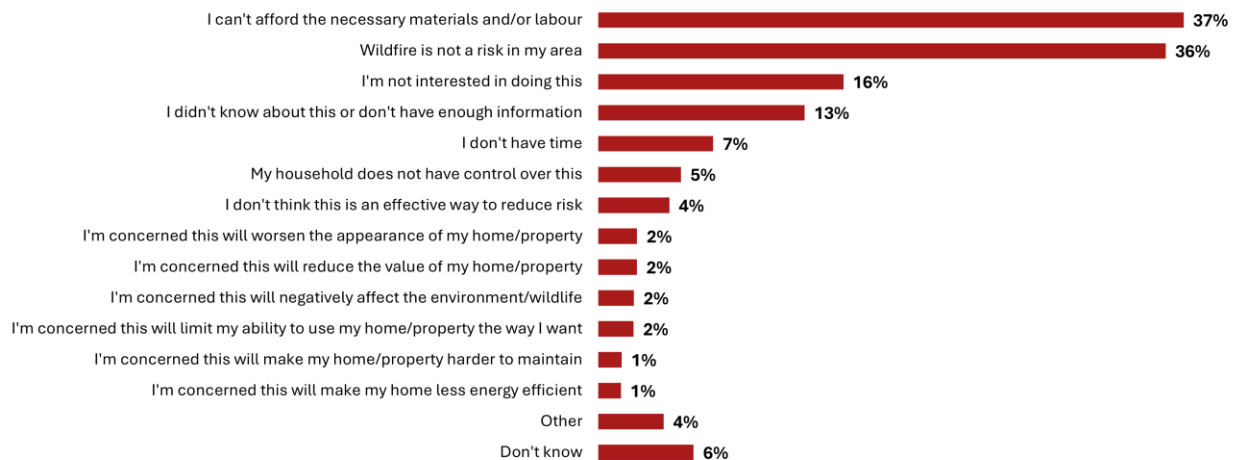
Motivations and Barriers to Taking Property Actions – Roof constructed from Class A fire-rated materials

Among respondents who installed a roof constructed from Class A fire-rated materials, the top motivator was their roof needing to be replaced (50%). For those not planning to install this feature, the main barrier was cost of materials and/or labour (37%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=958

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

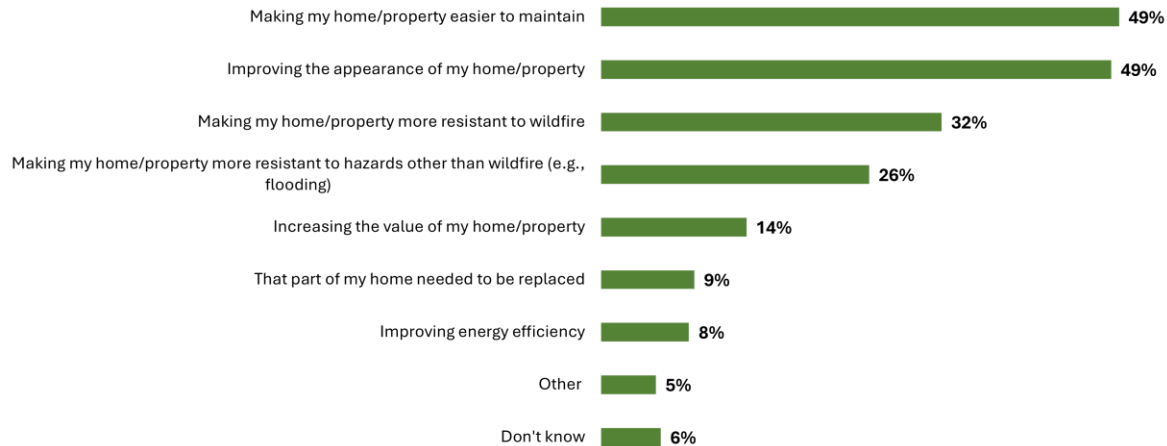
Sample Size: n=432

Base: Respondents that are not planning to take this action on their property

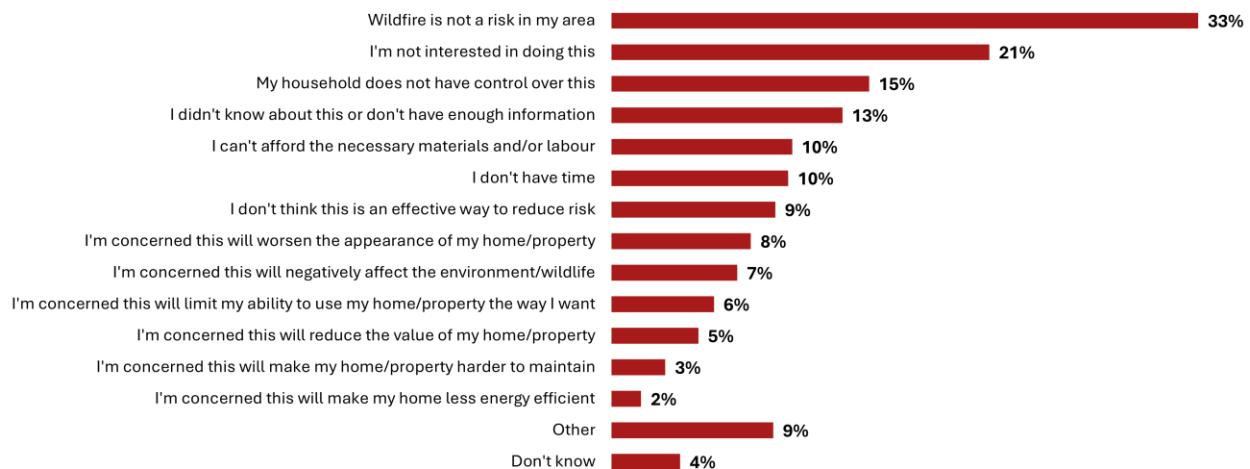
Motivations and Barriers to Taking Property Actions – Pruned trees on your property so that all branches are at least 2 metres above the ground

Among respondents who pruned trees on their property, the top motivator was this action making their home/property easier to maintain (49%). For those who are not planning to complete this task, the main barrier was wildfires not being a risk in their area (33%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=1065

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

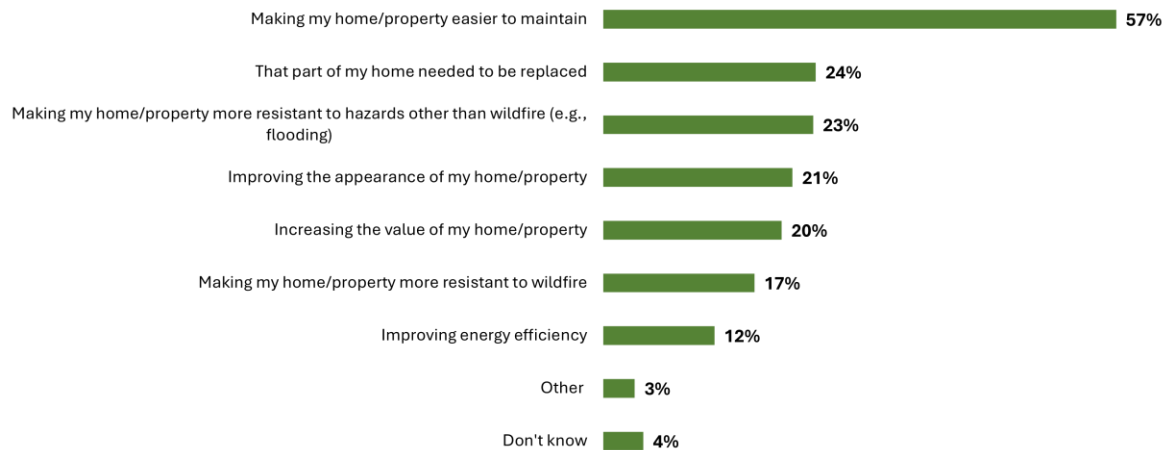
Sample Size: n=774

Base: Respondents that are not planning to take this action on their property

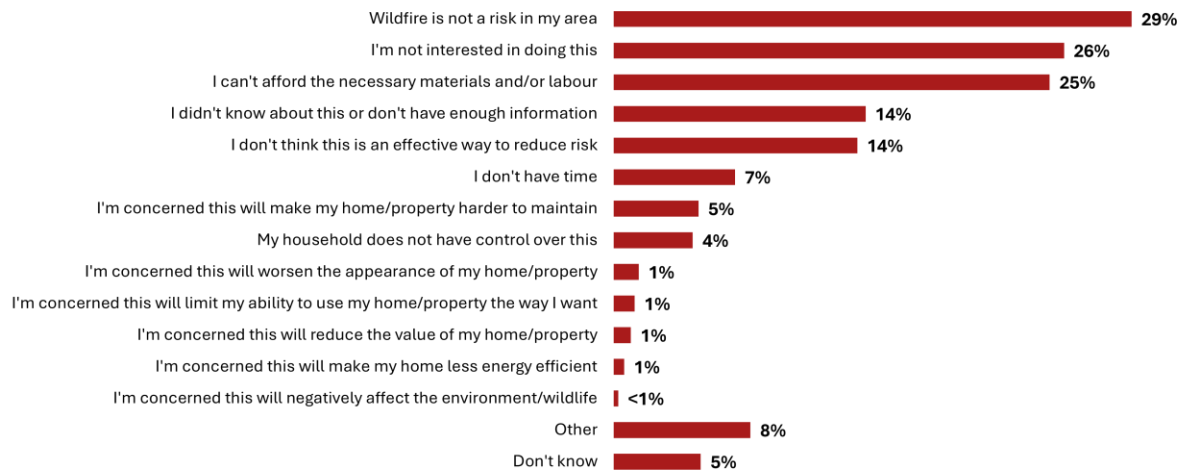
Motivations and Barriers to Taking Property Actions – Gutters or eavestroughs screened with metal mesh

Among respondents who had their gutters or eavestroughs screened with metal mesh, the top motivator was this action making their home/property easier to maintain (57%). For those not planning to complete this action, the main barrier was wildfires not being a risk in their area (29%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=541

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

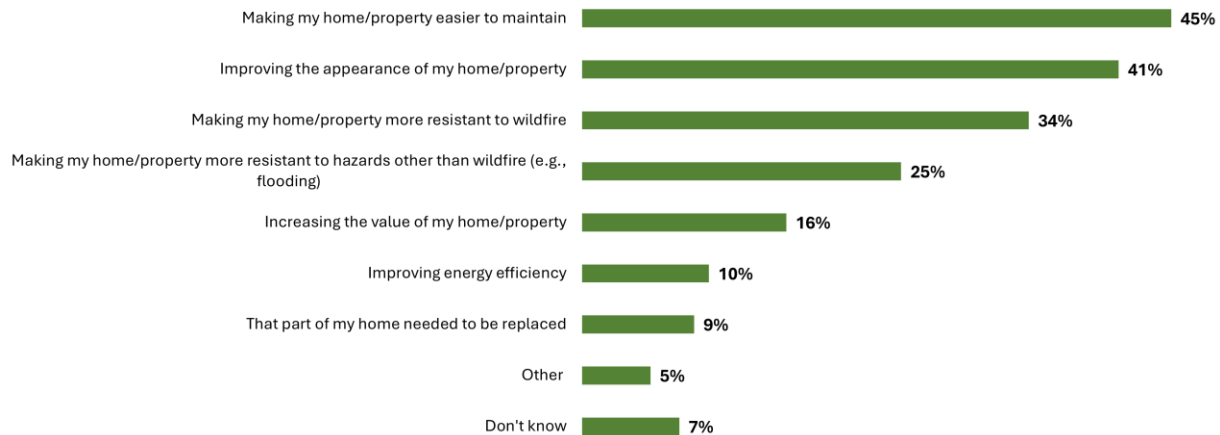
Sample Size: n=771

Base: Respondents that are not planning to take this action on their property

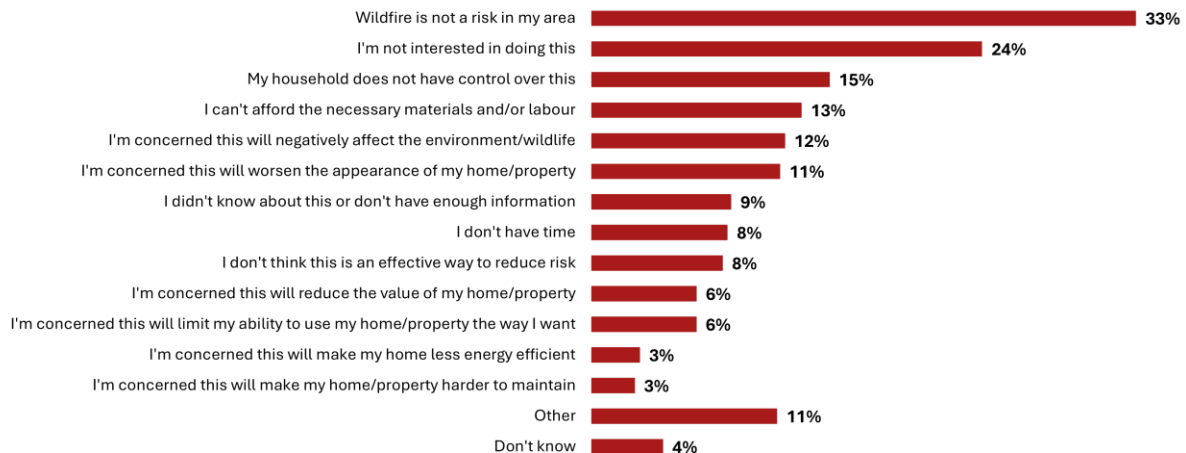
Motivations and Barriers to Taking Property Actions – Thinned or removed trees on your property so they are all at least 3 metres apart

Among respondents who had trees thinned or removed in their property, the top motivator was this action making their home/property easier to maintain (45%). For those not planning to complete this action, the main barrier was wildfires not being a risk in their area (33%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=852

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

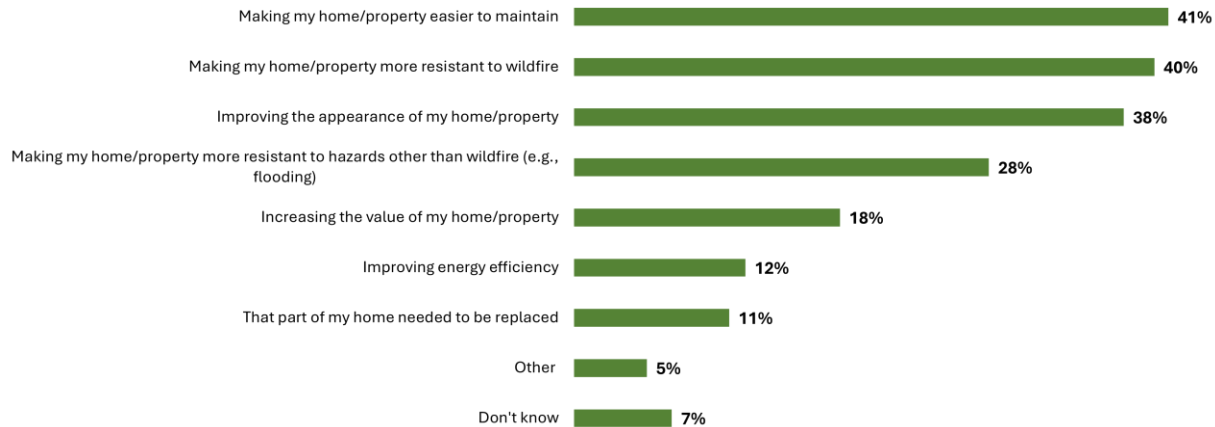
Sample Size: n=927

Base: Respondents that are not planning to take this action on their property

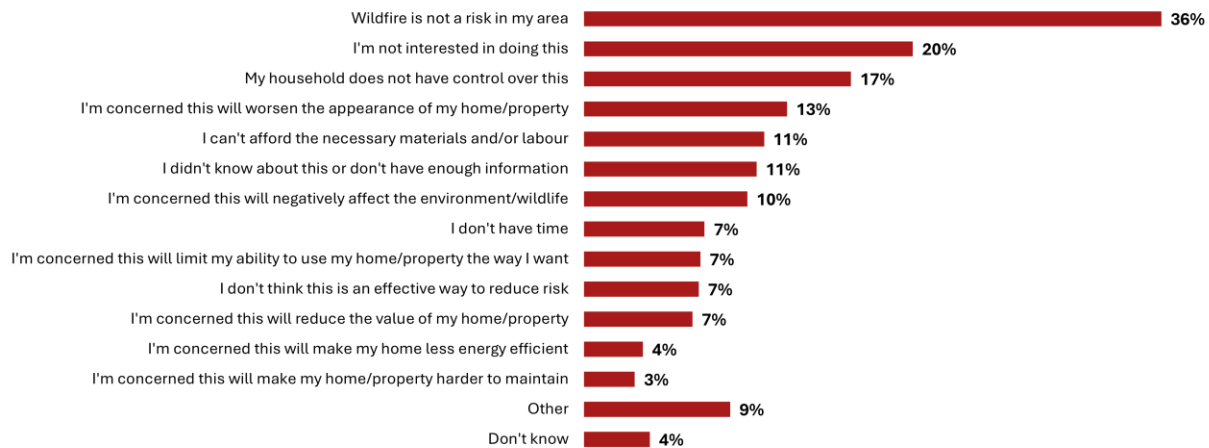
Motivations and Barriers to Taking Property Actions – Removed highly flammable plants

Among respondents who removed highly flammable plants, the top motivator was this action making their home/property easier to maintain (41%). For those not planning to complete this action, the main barrier was wildfires not being a risk in their area (36%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=736

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

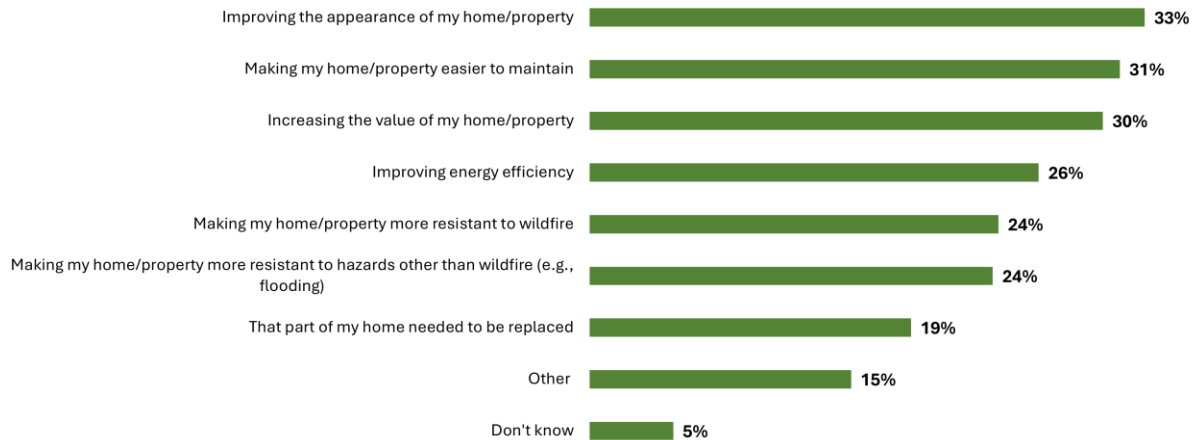
Sample Size: n=1012

Base: Respondents that are not planning to take this action on their property

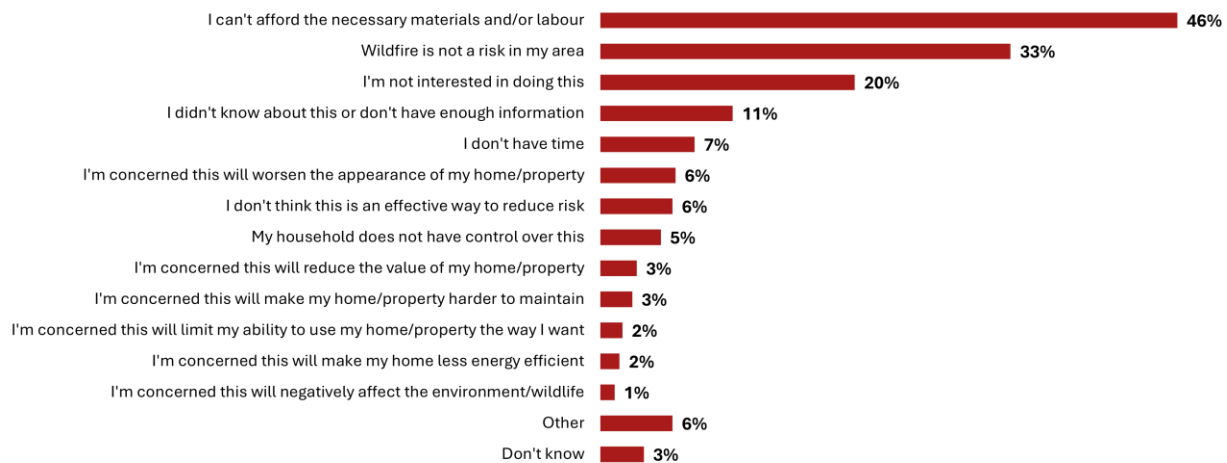
Motivations and Barriers to Taking Property Actions – Exterior covered in fire-resistant material/siding

Among respondents who had their exterior covered in fire-resistant materials/siding, the top motivator was this action improving the appearance of their home/property (33%). For those not planning to complete this action, the main barrier was the cost of materials and/or labour (46%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=542

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

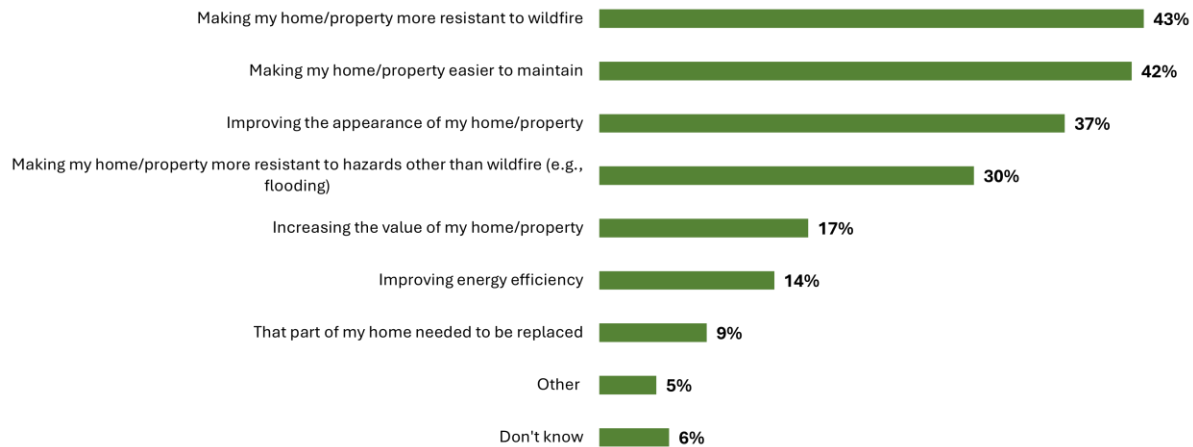
Sample Size: n=859

Base: Respondents that are not planning to take this action on their property

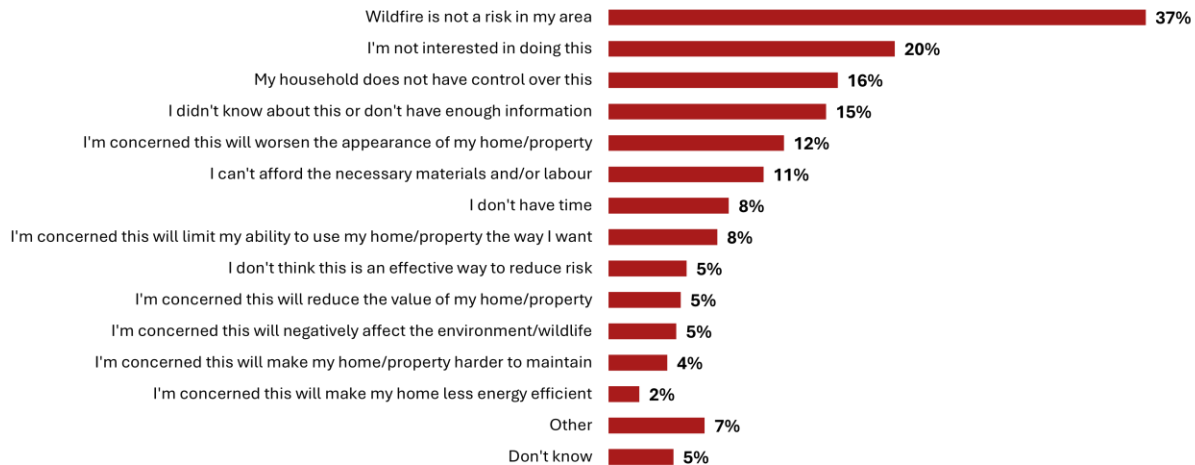
Motivations and Barriers to Taking Property Actions – Created a "non-combustible zone" around your home that extends at least 1.5 metres

Among respondents who created a "non-combustible zone" around their home, the top motivator was this action making their home/property more resistant to wildfire (43%). For those not planning to complete this action, the main barrier was wildfires not being a risk in their area (37%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=717

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

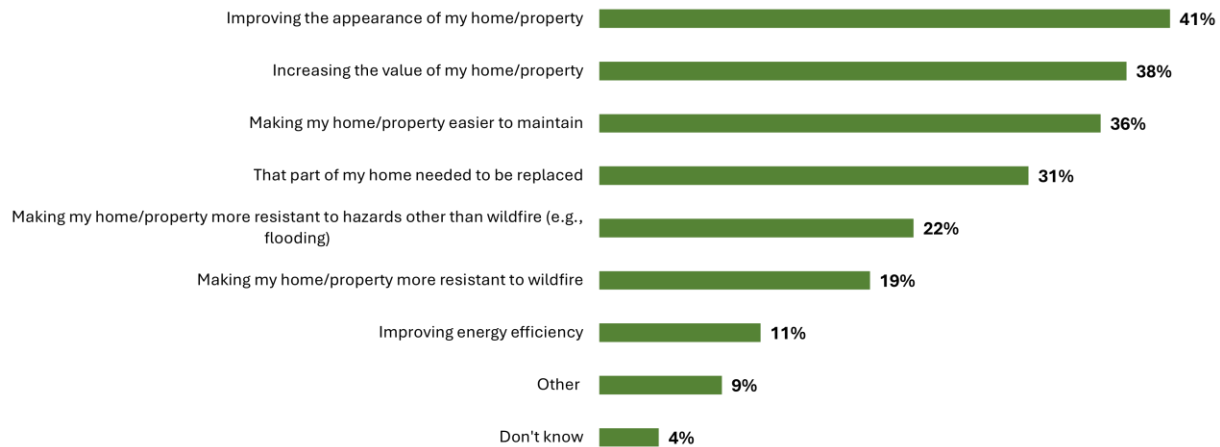
Sample Size: n=1070

Base: Respondents that are not planning to take this action on their property

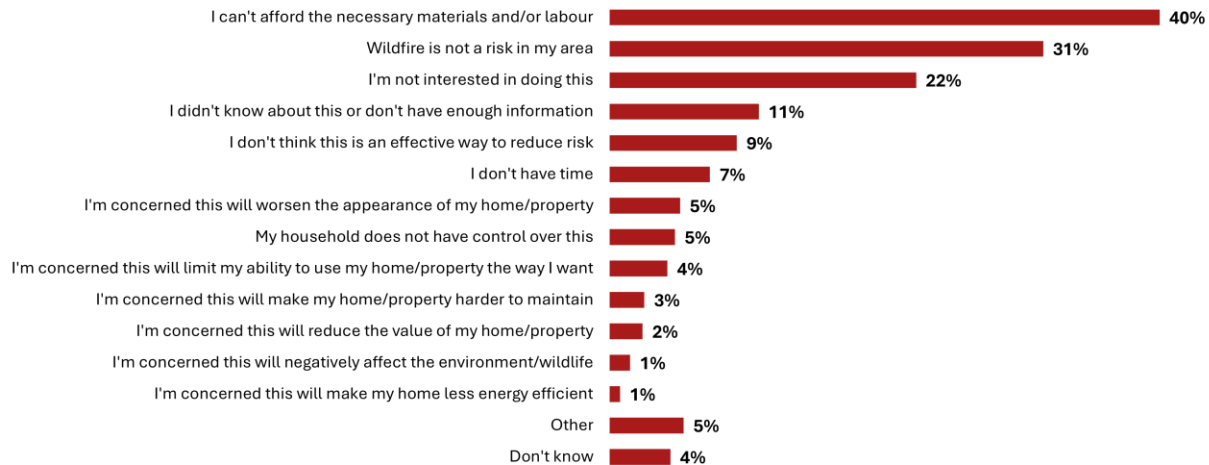
Motivations and Barriers to Taking Property Actions – An attached deck or porch constructed from fire-rated or non-combustible materials

Among respondents who added an attached deck or porch constructed from fire-rated or non-combustible materials, the top motivator was this action improving the appearance of their home/property (41%). For those not planning to complete this action, the main barrier was the cost of materials and/or labour (40%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=401

Base: Respondents that have taken action or had someone else take this action for them

Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

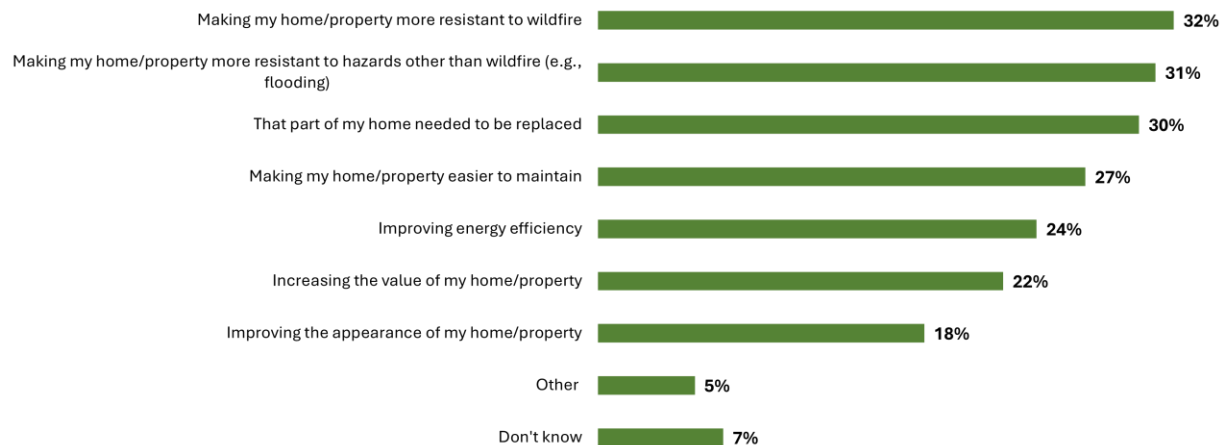
Sample Size: n=889

Base: Respondents that are not planning to take this action on their property

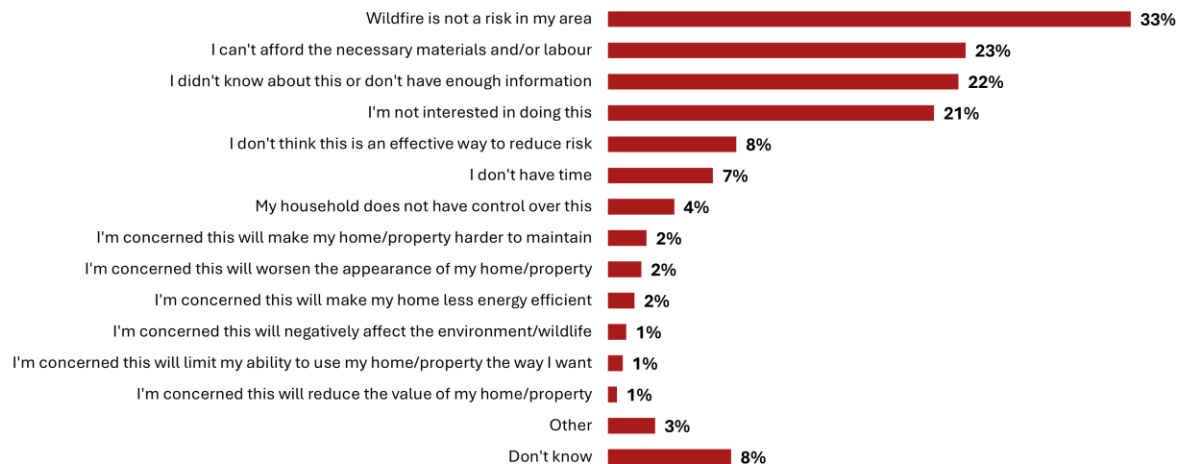
Motivations and Barriers to Taking Property Actions – Fire-resistant external vents

Among respondents who added fire-resistant external vents, the top motivator was this action making their home/property more resistant to wildfire (32%). For those not planning to complete this action, the main barrier was wildfires not being a risk in their area (33%).

Motivators for Taking Property Actions



Barriers to Taking Property Actions



Q24a. Please indicate what motivated your decision to take or plan to take each action. Please select all that apply.

Sample Size: n=386

Base: Respondents that have taken action or had someone else take this action for them

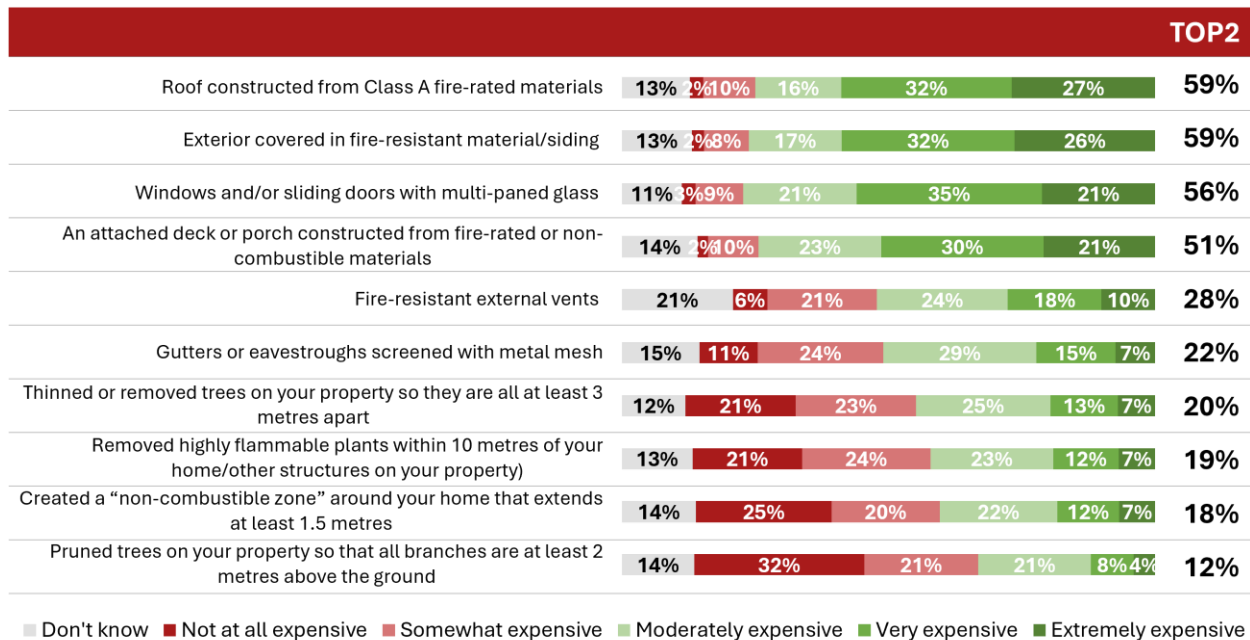
Q24b. You indicated that you have not taken the following actions on your property, and that you are not planning to do so.

Sample Size: n=789

Base: Respondents that are not planning to take this action on their property

Perceived Cost of Wildfire Risk Reduction Measures

Nearly three-fifths of respondents (TOP2: 59%) think that a roof constructed from Class A fire-rated materials, and an exterior covered in fire-resistant material/siding are expensive wildfire risk reduction measures.



The following groups are significantly more likely to say a roof constructed from Class A fire-rated materials is expensive (TOP2):

- Respondents ages 35+ (60%-62%) compared to respondents ages 18 to 34 (51%);
- Those who reside in British Columbia / Yukon (66%) compared to those who reside in Manitoba / Saskatchewan / Nunavut (52%);
- Homeowners (64%) compared to renters (49%);
- Respondents that live in a single-detached house (64%) compared to those who live in a row/townhouse (52%) or an apartment (48%);
- Respondents who do not identify as a minority (61%) compared to those who do (53%); and
- Respondents that live within wildland (68%) compared to those who live 1+ km away from wildland (56%).

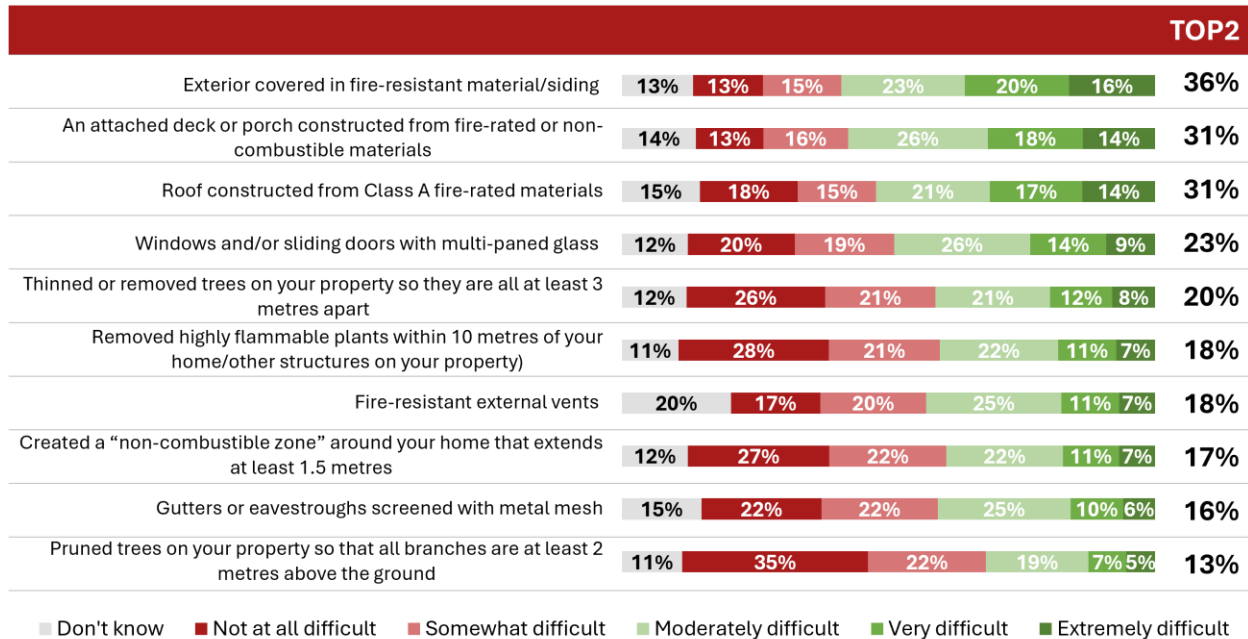
C25A. How expensive do you think it is to make this change?

Sample Size: n=1008

Base: Asked to one-third of respondents

Perceived Difficulty of Wildfire Risk Reduction Measures

Just over one-third of respondents (TOP2: 36%) think that an exterior covered in fire-resistant material/siding is difficult, while slightly fewer respondents (TOP2: 31%) think that constructing an attached deck or porch from fire-rated/non-combustible materials or installing a roof constructed from Class A fire-rated materials are difficult wildfire risk reduction measures.



The following groups are significantly more likely to say exterior covered in fire-resistant material/siding is difficult to install (TOP2):

- Respondents ages 55+ (40%) compared to respondents ages 18 to 34 (31%);
- Those who reside in Atlantic Canada (45%) compared to those who reside in Quebec (33%) or Ontario (32%);
- Homeowners (41%) compared to renters (25%);
- Respondents with household incomes of \$150K+ (47%) compared to respondents with a household income of less than \$80K (31%); and
- Respondents with a College, CEGEP or other non-university certificate or diploma (39%), bachelor's degree (40%) or a post graduate degree above bachelor's level (41%) compared to respondents with less than a high school diploma or equivalent (22%).

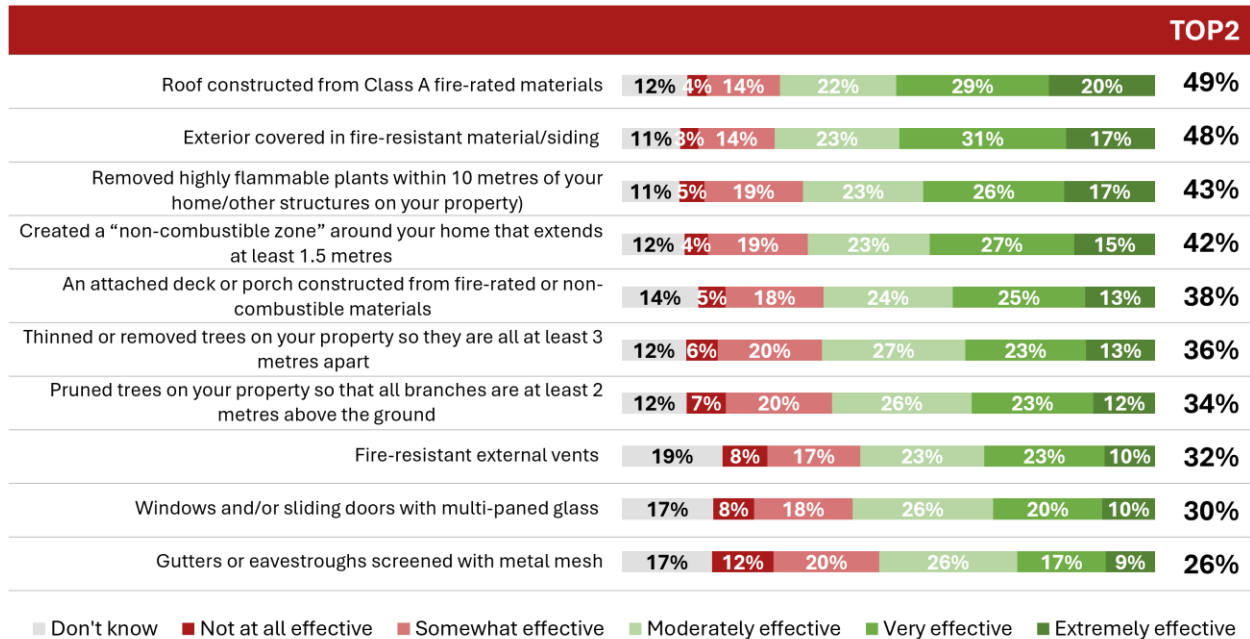
C25B. How difficult do you think it is to make this change?

Sample Size: n=997

Base: Asked to one-third of respondents

Perceived Effectiveness of Wildfire Risk Reduction Measures

Nearly half of respondents (TOP2: 49%) think that a roof constructed from Class A fire-rated materials is an effective wildfire risk reduction measure. A similar proportion (TOP2: 48%) think that an exterior covered in fire-resistant materials/siding is an effective wildfire risk reduction measure.



The following groups are significantly more likely to say a roof constructed from Class A fire-rated materials is effective (TOP2):

- Those who reside in British Columbia / Yukon (59%) compared to those who reside in Quebec (45%), Ontario (47%), or Manitoba / Saskatchewan / Nunavut (44%);
- Respondents that live within wildland (58%) compared to those who live 1+ km away from wildland (47%); and
- Respondents that define their area as high wildfire risk (61%) compared to those in areas that have low to moderate wildfire risk (48%-49%).

C25C. How effective do you think it is to make this change?

Sample Size: n=999

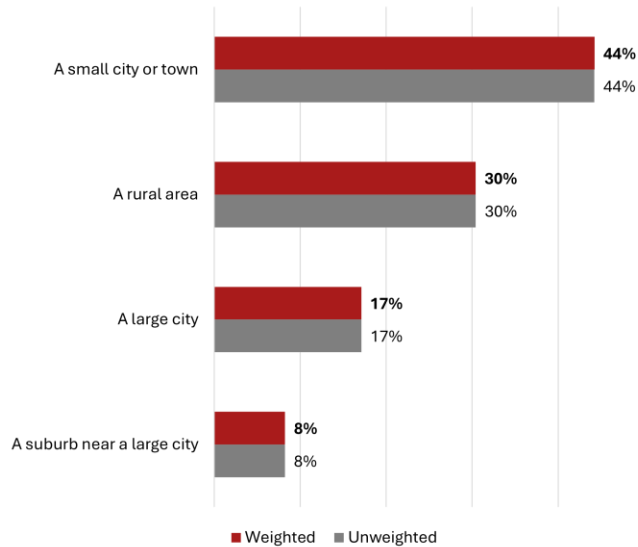
Base: Asked to one-third of respondents

Conclusion: Perceived Cost, Difficulty, and Effectiveness of Wildfire Risk Reduction Measures

A roof constructed from Class A fire-rated materials and an exterior covered in fire-resistant materials/siding are widely perceived as the two most effective wildfire risk reduction measures, but they are also commonly viewed as the most expensive. While a majority consider these upgrades costly, about one-third of respondents also believe installing fire-resistant siding is difficult, and a similar proportion think installing a Class A fire-rated roof is difficult, suggesting that perceived cost and implementation challenges may act as barriers to adoption despite their high perceived effectiveness.

Demographics

Location Type

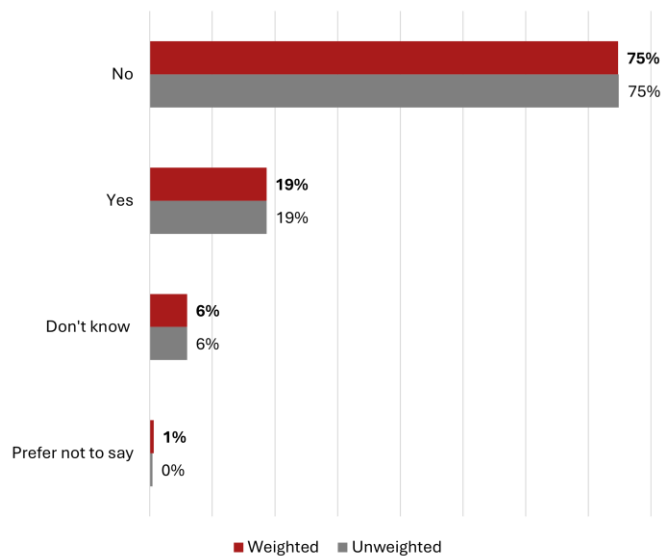


A4. Which of the following best describes the place where you now live?

Sample Size: n=3004

Base: All respondents

Remote or Isolated

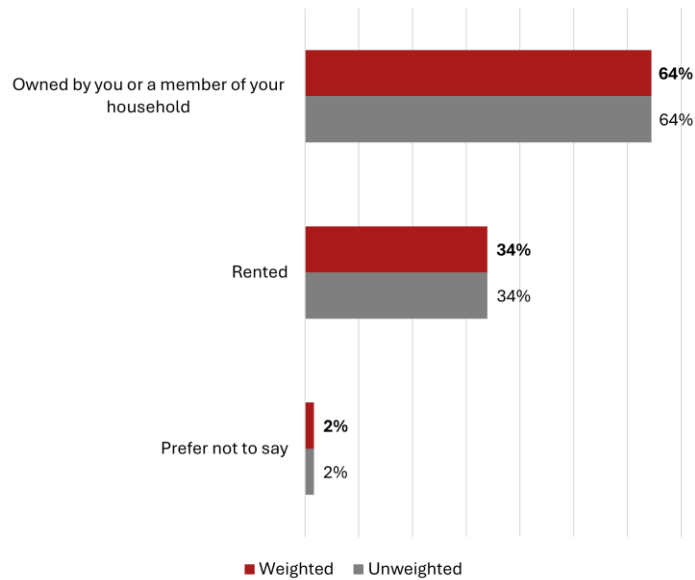


A7. Do you consider the area where you currently live to be either remote or isolated?

Sample Size: n=2243

Base: Respondents that live in a rural area or small town

Owned or Rented House

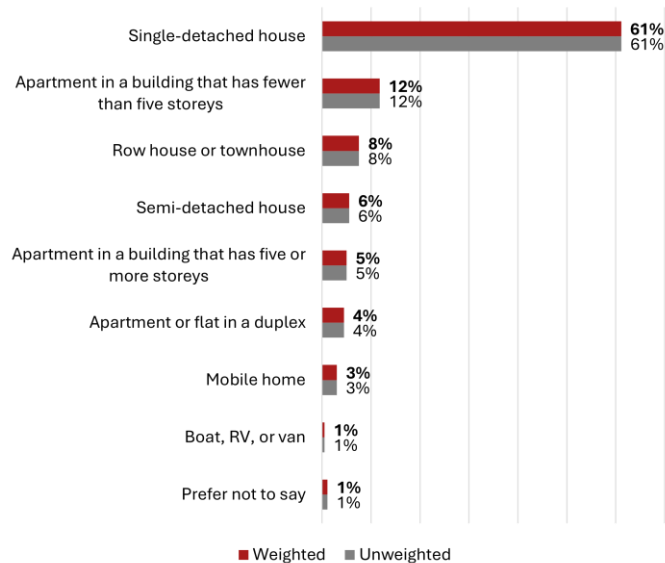


A5. Are your living quarters...

Sample Size: n=3004

Base: All respondents

Building Type

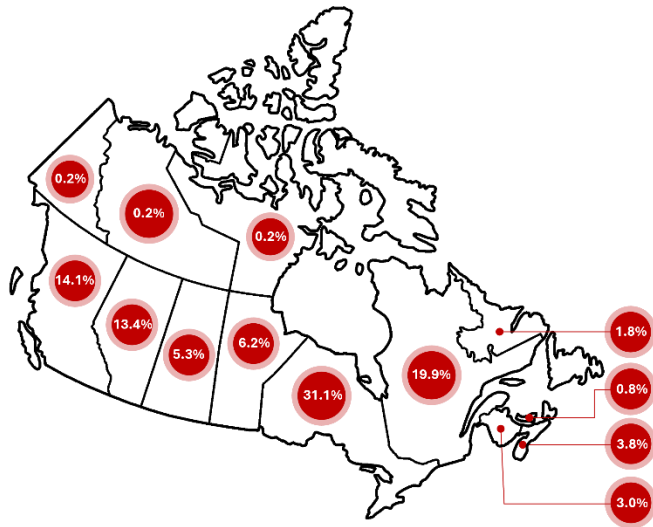


A6. Which best describes the building where you live?

Sample Size: n=3004

Base: All respondents

Province



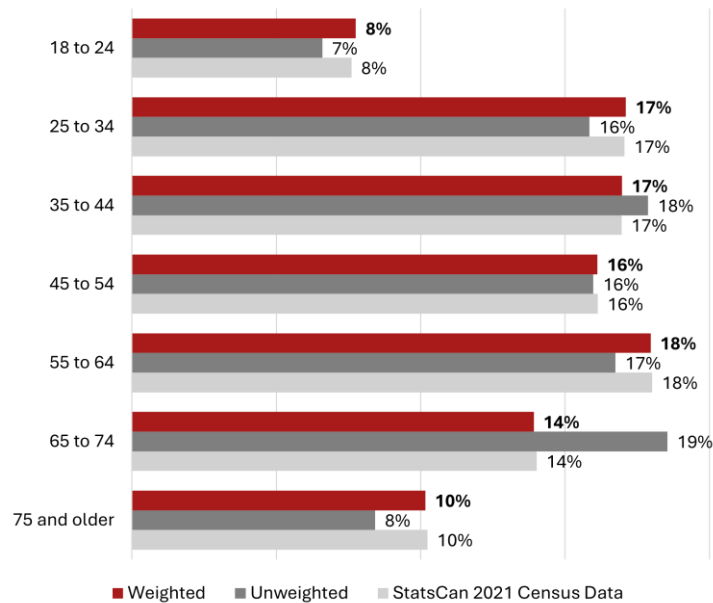
Province	Quota	Weighted	Unweighted
Ontario	31.0%	31.1%	31.2%
Quebec	20.0%	19.9%	19.2%
British Columbia	14.2%	14.1%	14.3%
Alberta	13.3%	13.4%	13.6%
Manitoba	6.2%	6.2%	6.3%
Saskatchewan	5.3%	5.3%	5.4%
Nova Scotia	3.8%	3.8%	4.0%
New Brunswick	3.0%	3.0%	3.0%
Newfoundland and Labrador	1.8%	1.8%	2.0%
Prince Edward Island	0.8%	0.8%	0.8%
Yukon	0.2%	0.2%	0.1%
Nunavut	0.2%	0.2%	0.1%
Northwest Territories	0.2%	0.2%	0.1%

A3: In which province or territory do you live?

Sample Size: n=3004

Base: All respondents

Age

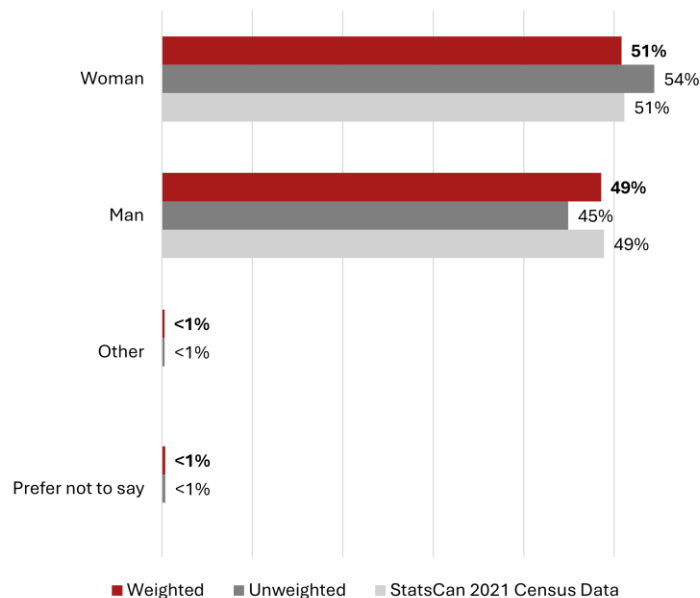


A1: In which of the following age categories do you belong?

Sample Size: n=3004

Base: All respondents

Gender

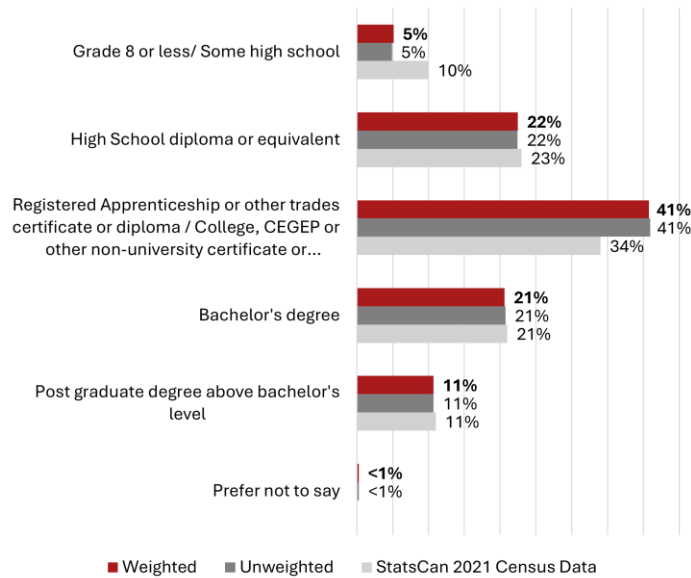


A2: What is your gender?

Sample Size: n=3004

Base: All respondents

Education

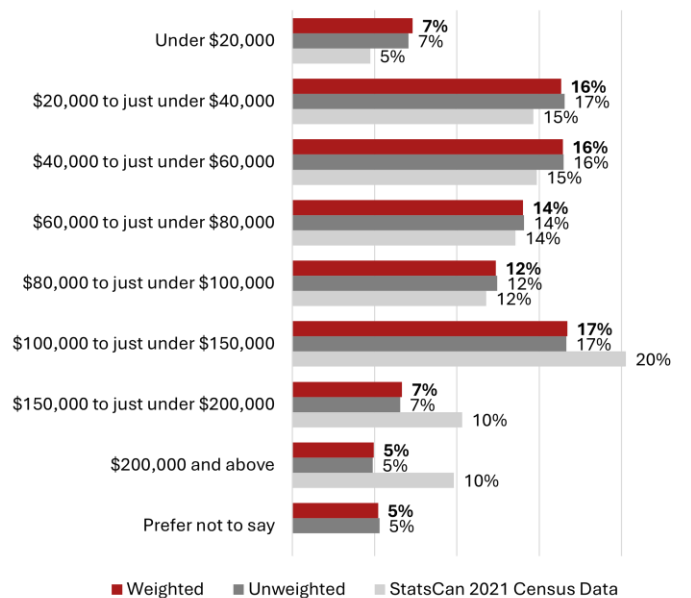


A10. What is the highest level of formal education that you have completed to date?

Sample Size: n=3004

Base: All respondents

Household Income

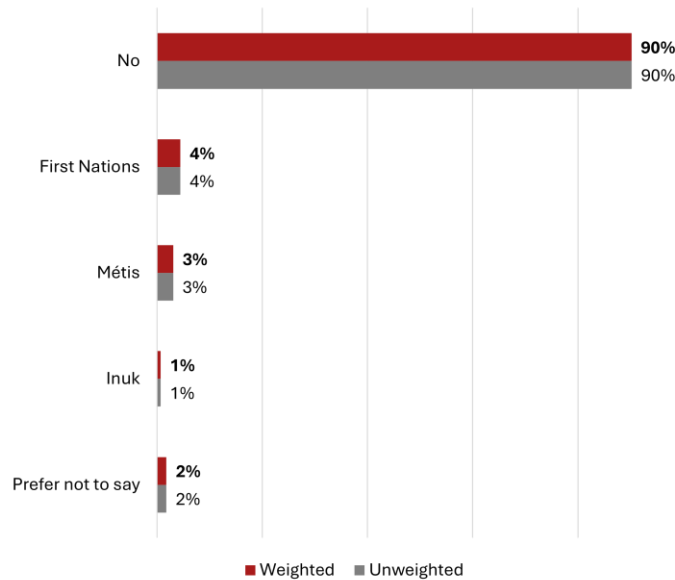


A11. Which of the following categories best describes your total household income? That is, the total income of all persons in your household combined, before taxes?

Sample Size: n=3004

Base: All respondents

First Nations, Métis or Inuk (Inuit)

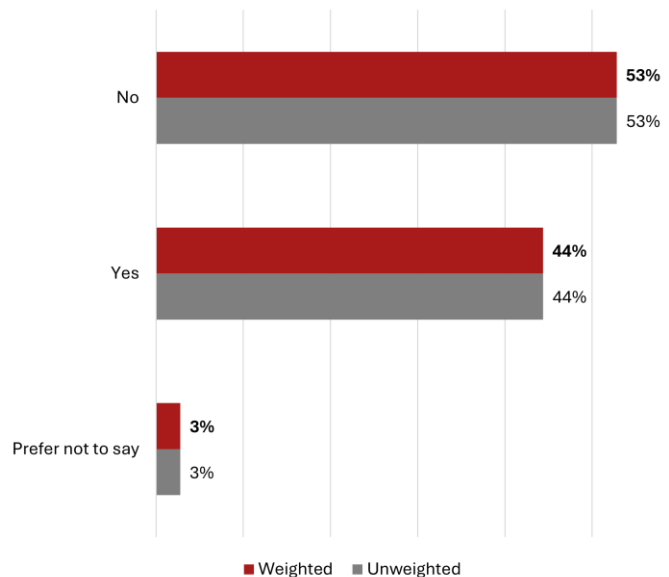


A8. Are you First Nations, Métis or Inuk (Inuit)?

Sample Size: n=3004

Base: All respondents

Live on a Reserve

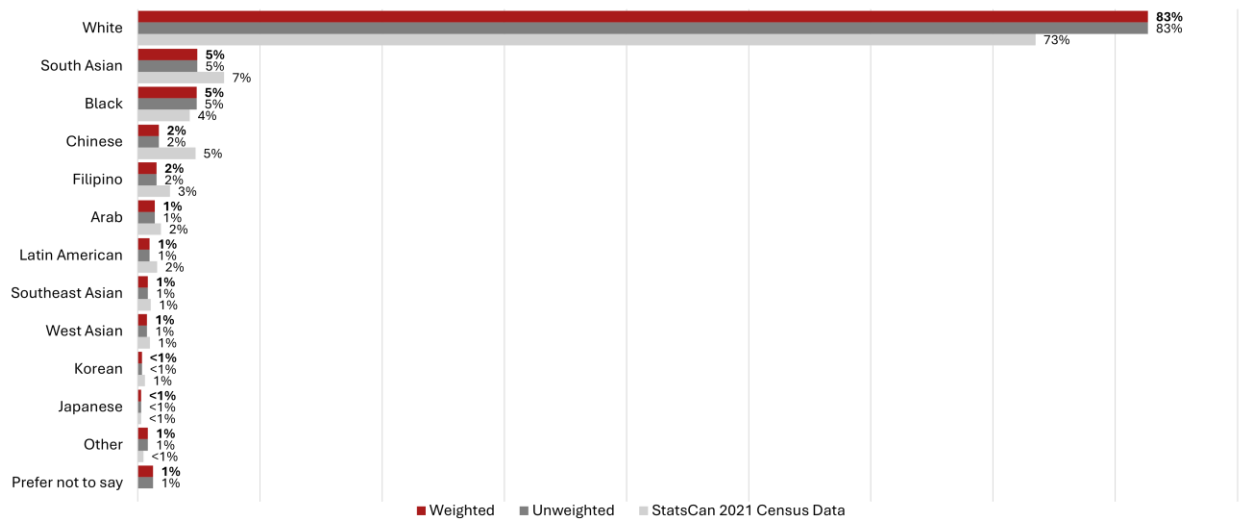


A8b. Do you live on a reserve?

Sample Size: n=134

Base: Respondents that identify as 'First Nations'

Ethnicity



A12. You may belong to one or more racial or cultural groups on the following list. Please select all that apply.

Sample Size: n=2763

Base: Respondents that don't identify as First Nations, Métis or Inuk (Inuit)