

Report

Wildfires and Floods Impact

BC Government Response

Satisfaction



GLOBAL PUBLIC AFFAIRS

FROM INSIGHT TO IMPACT

March 2022

Leger

We know Canadians



On behalf of Global Public Affairs, Leger surveyed British Columbians to explore their perspectives on and experiences with forest fires and floods in British Columbia. The survey explored:

- To what extent British Columbians followed the news about fires and floods in 2021
- Whether they were personally impacted, and to what extent
- Their level of concern about future disasters
- How well they felt different levels of government responded now, and in the future



From Mar 4th to 6th, 2022 with n=1,000 residents of BC that are 18 years of age or older were surveyed via Leger's online panel, LEO.



Using data from the 2016 Census, results were weighted according to, age, gender, and region in order to ensure a representative sample of the population in British Columbia.



No margin of error can be associated with a non-probability sample. However, for comparative purposes, a probability sample of 1,000 respondents would have a margin of error of $\pm 3.1\%$, 19 times out of 20. In this report, data in **bold red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in **bold green** characters indicate a significantly higher proportion than that of other respondents.

Key Findings

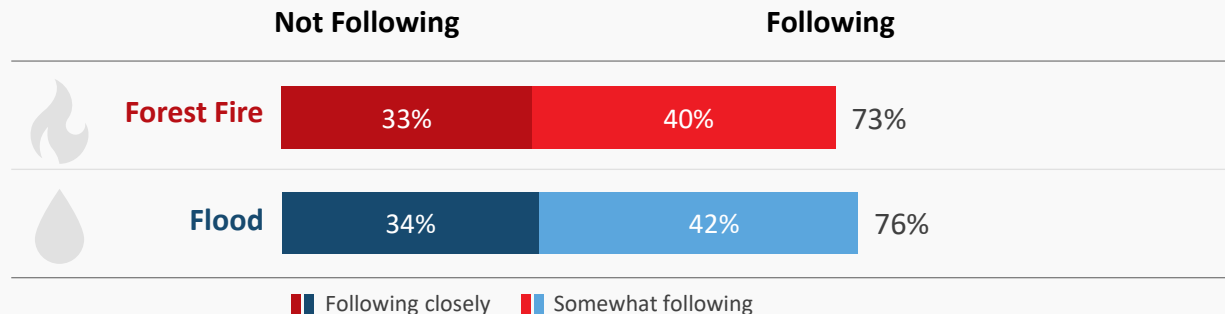
- **39% of British Columbians have been personally impacted by either a forest fire (27%) or flood (29%) in 2021**
 - Even more (51%) residents living in areas outside of Metro Vancouver and Vancouver Island have been impacted by at least one of these events. The top ways that residents are being impacted are delays in purchase or services and having to change travel plans or vacation plans
 - Approximately three-quarters of British Columbians were following the 2021 events closely
- **There is a high level of concern about these types of natural events having a personal impact this year**
 - 60% of BC adults are concerned about forest fires and 50% are concerned about flooding this season
- **Despite the level of concern, only one-third feel prepared for these types of natural disasters**
 - Those living in regions of BC that are more likely to have been impacted by forest fires or floods in the past (Interior and Northern BC) feel more prepared for future instances of these events than those living in Metro Vancouver
- **BC Residents provide mediocre ratings for Provincial/Municipal and Federal governments on handling these disasters, and even lower scores for future preparedness**
 - The provincial and local municipal governments are viewed to have done a better job of handling the 2021 floods and forest fires (50%+) than the federal government (37%)
 - Residents are divided on whether various levels of government are prepared for the upcoming season



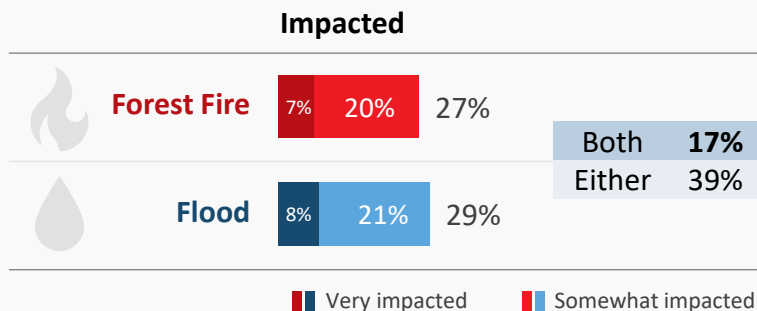
Detailed Results

INFORMATION & PERSONAL IMPACT OF 2021'S FLOODS AND WILDFIRES IN BC

FOLLOWED NEWS Over Past Year

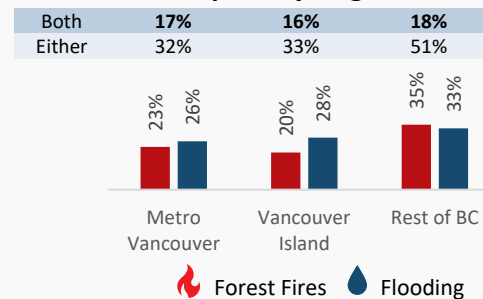


PERSONAL IMPACT IN 2021



Both	17%
Either	39%

Impact by Regions

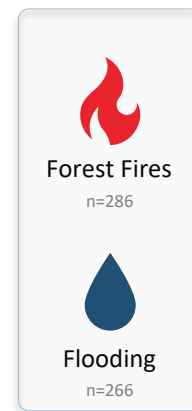
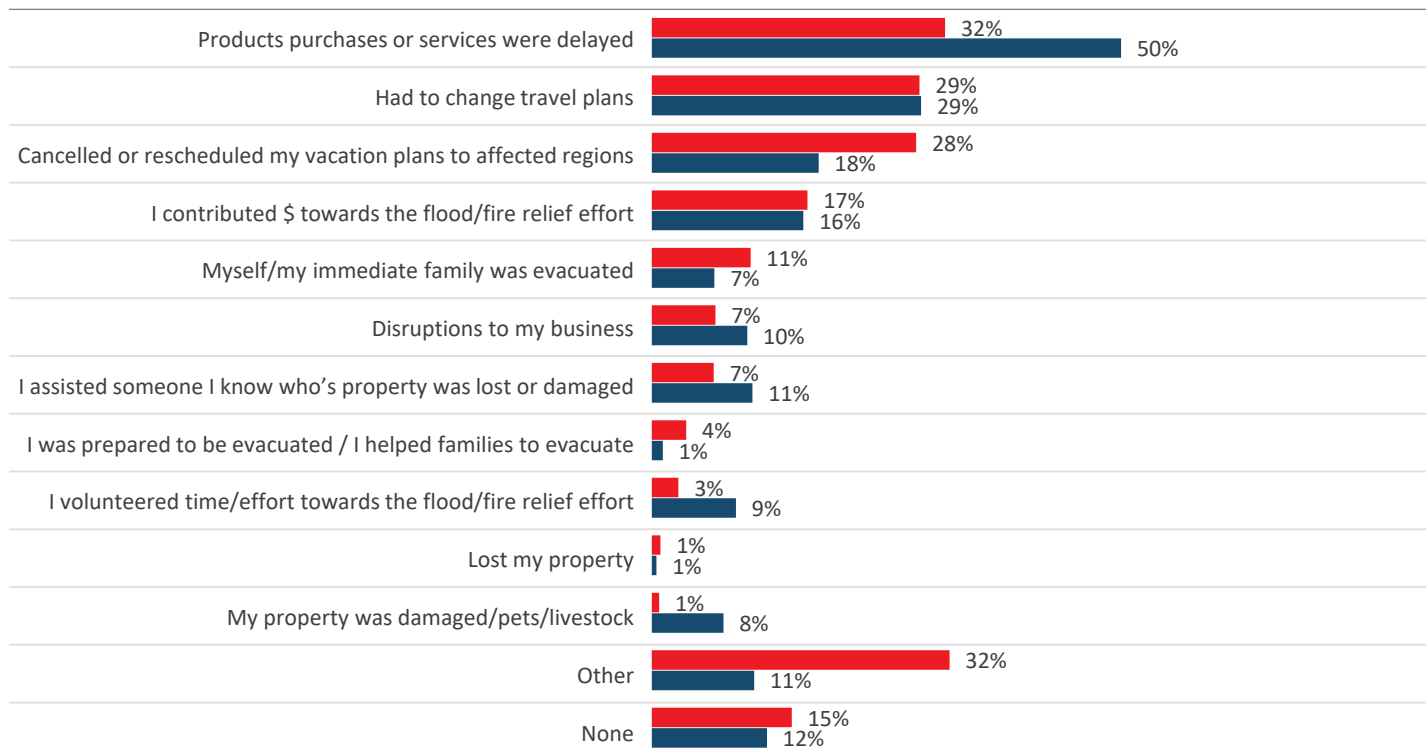


Base: Total n=1000

Q1. How closely were you following these events on the news this past year?

Q2. Were you personally impacted by the forest fire season and the flooding season in 2021?

IMPACT OF 2021'S FOREST FIRES AND FLOODS IN BC



Base: Impacted by the fires n=286 ; and/or impacted by the floods n=266 in Q2

Q3. How were you impacted?

LEVEL OF PERSONAL CONCERN AND PREPAREDNESS FOR FOREST FIRES AND FLOODS IN UPCOMING YEAR

CONCERNED



Neutral

17%

Not Concerned

23%

14% 9%

Forest Fire

Concerned

24%

36%

60%

20%

30%

18% 13%

Flood

19%

31%

50%

Not very concerned

Not at all concerned

Very concerned

Somewhat concerned

Level of concern is consistent across the province.

PREPARED



Neutral

27%

37%

26%

10%

Forest Fire

6%

30%

36%

28%

39%

28%

11%

Flood

6%

27%

33%

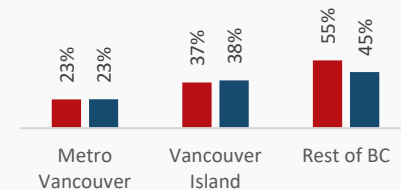
Not very prepared

Not at all prepared

Very prepared

Somewhat prepared

% Prepared by Region



Base: Total n=1000

Q4. How concerned are you that you will be significantly affected by the following natural events this upcoming year?

Q7. How prepared are you in the event of the following natural disasters?

2021 GOVERNMENT PERFORMANCE AND FUTURE PREPAREDNESS



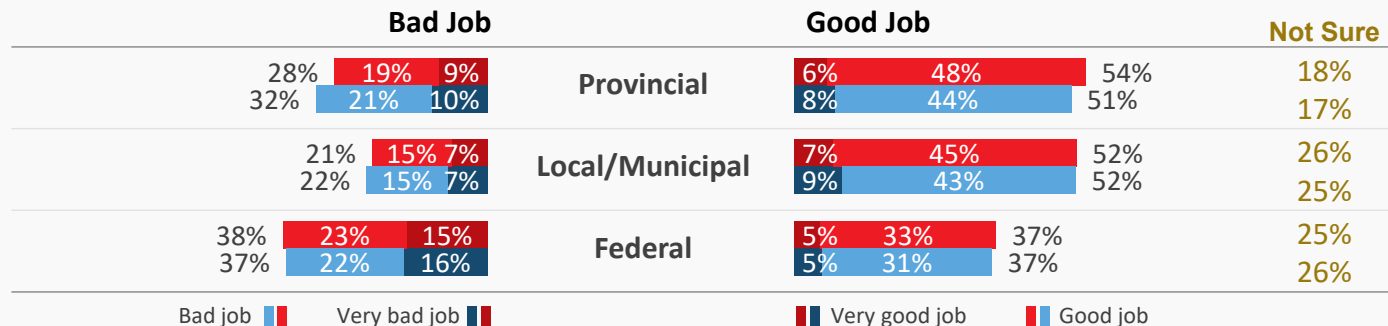
Forest Fires



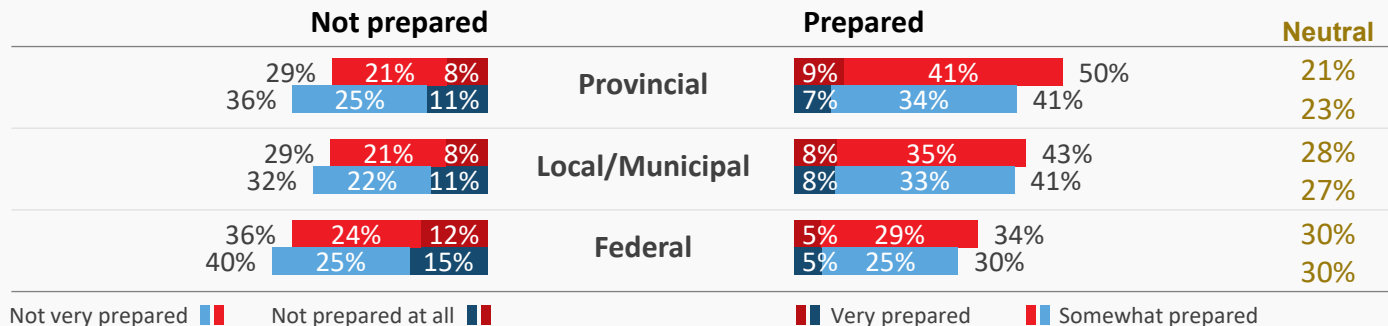
Flooding

GOVERNMENT

JOB



GOVERNMENT PREPAREDNESS



Base: Total n=1000

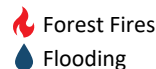
Q5. Do you think each government level below has done a good job or a bad job with the Forest fires/flooding situation in BC this past year 2021?

Q6. How prepared do you believe each government level will be in handling the following future natural events?

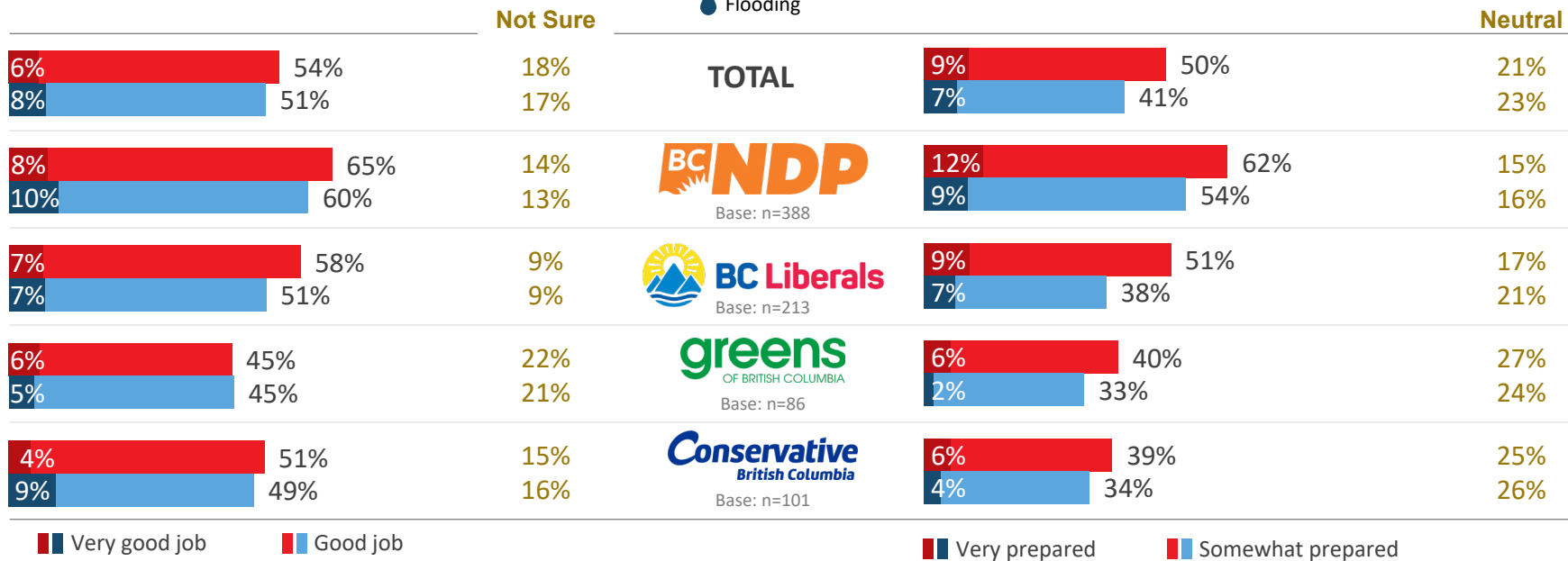
PERCEIVED PROVINCIAL GOVERNMENT 2021 RESPONSE % FUTURE PREPAREDNESS

BASED ON PROVINCIAL VOTING INTENTION

PERCEIVED JOB OF PROVINCIAL GOVERNMENT HANDLING FOREST FIRE /FLOOD SITUATION



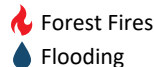
PERCEIVED LEVEL OF PREPAREDNESS HANDLING FUTURE EVENTS



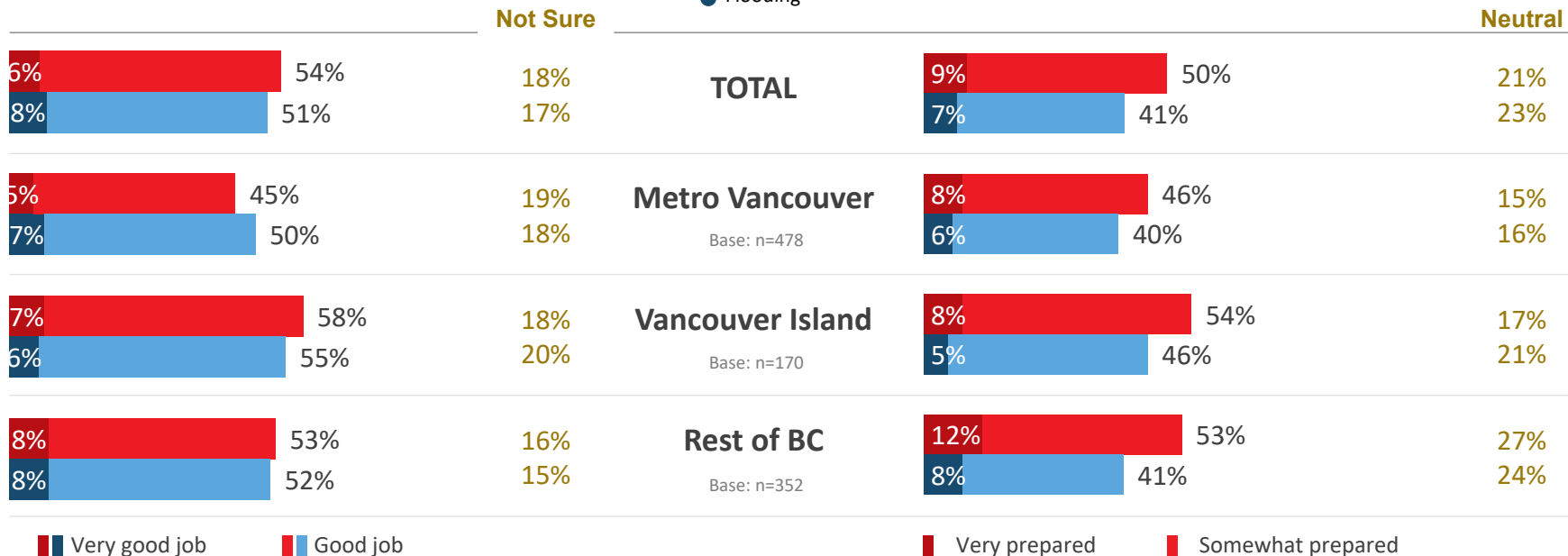
PERCEIVED PROVINCIAL GOVERNMENT 2021 RESPONSE % FUTURE PREPAREDNESS

BASED ON REGION OF RESIDENCE

PERCEIVED JOB OF PROVINCIAL GOVERNMENT HANDLING FOREST FIRE /FLOOD SITUATION



PERCEIVED LEVEL OF PREPAREDNESS HANDLING FUTURE EVENTS









THE MOST ACCURATE POLLING FIRM IN CANADA

2021 CANADIAN FEDERAL ELECTION

LEGER POLL
Published in
Le Journal de Montréal and
the *National Post/Postmedia*
on September 18, 2021

OFFICIAL RESULTS
2021 **Canadian**
Federal Election

	33%	33.7%
	32%	32.6%
	19%	17.8%
	7%	7.7%
	6%	5.0%
	2%	2.3%







The official results were obtained from Elections Canada on September 24, 2021, at 9:45 a.m. EDT.



2019 CANADIAN FEDERAL ELECTION

LEGER POLL
Published in
Le Journal de Montréal
on October 20, 2019

OFFICIAL RESULTS
2019 **Canadian**
Federal Election

	33%	33%
	33%	34%
	18%	16%
	8%	8%
	6%	7%
	2%	2%









THE MOST ACCURATE POLLING FIRM IN CANADA

2021 CANADIAN FEDERAL ELECTION

QUEBEC

LEGER POLL
Published on
September 18, 2021

OFFICIAL RESULTS
2021 Canadian
Federal Election






	33%	33.6%
	32%	32.1%
	19%	18.6%
	11%	9.8%
	4%	2.7%
	1%	1.5%



ONTARIO

LEGER POLL
Published on
September 18, 2021

OFFICIAL RESULTS
2021 Canadian
Federal Election






	38%	39.2%
	35%	34.9%
	18%	17.9%
	6%	5.5%
	2%	2.2%



BRITISH COLUMBIA

LEGER POLL
Published on
September 18, 2021

OFFICIAL RESULTS
2021 Canadian
Federal Election

	34%	33.2%
	29%	29.2%
	27%	27.0%
	4%	5.3%
	6%	4.9%



"As underscored by Leger's survey, British Columbians across the province felt the impacts of recent fires and floods. The supply chain challenges caused by climate change are measured in days, not years from now. Battling devastating fires and floods in British Columbia requires better coordination with industry and increased funding to prepare us for tomorrow", says Nicole Brassard, Associate Vice President of Global Public Affairs.

"By understanding what tools we have in the toolbox and leveraging innovative companies like Fire & Flood Emergency Services, industry and local governments, Indigenous communities, and the province can move quickly in protecting critical infrastructure and communities."

- Nicole Brassard, Associate Vice President, Global Public Affairs

"The far-reaching impact of fires and floods in 2021 in BC demonstrates that impact of climate change was not limited to just families in Merrit and Abbotsford" says Steve Mossop, Executive Vice President of Leger.

"The fact that four-in-ten BC residents were touched by this shows that this is a serious issue and that we all have a combined responsibility to play our part in preventing climate change and responding to to help our fellow neighbour in the future"

Steve Mossop,
Executive Vice President, Leger

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Marketing research and polling
- **Leger MetriCX**
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**
Data modelling and analysis
- **Leger Opinion (LEO)**
Panel management
- **Leger Communities**
Online community management
- **Leger Digital**
Digital strategy and user experience
- **International Research**
Worldwide Independent Network (WIN)

600
EMPLOYEES



185
CONSULTANTS



8
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EDMONTON | CALGARY | VANCOUVER | PHILADELPHIA

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Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.



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