

# Report

## Postmedia Study – November 2021

Opinions on Natural Disasters and the  
Environment



DATE November 2021

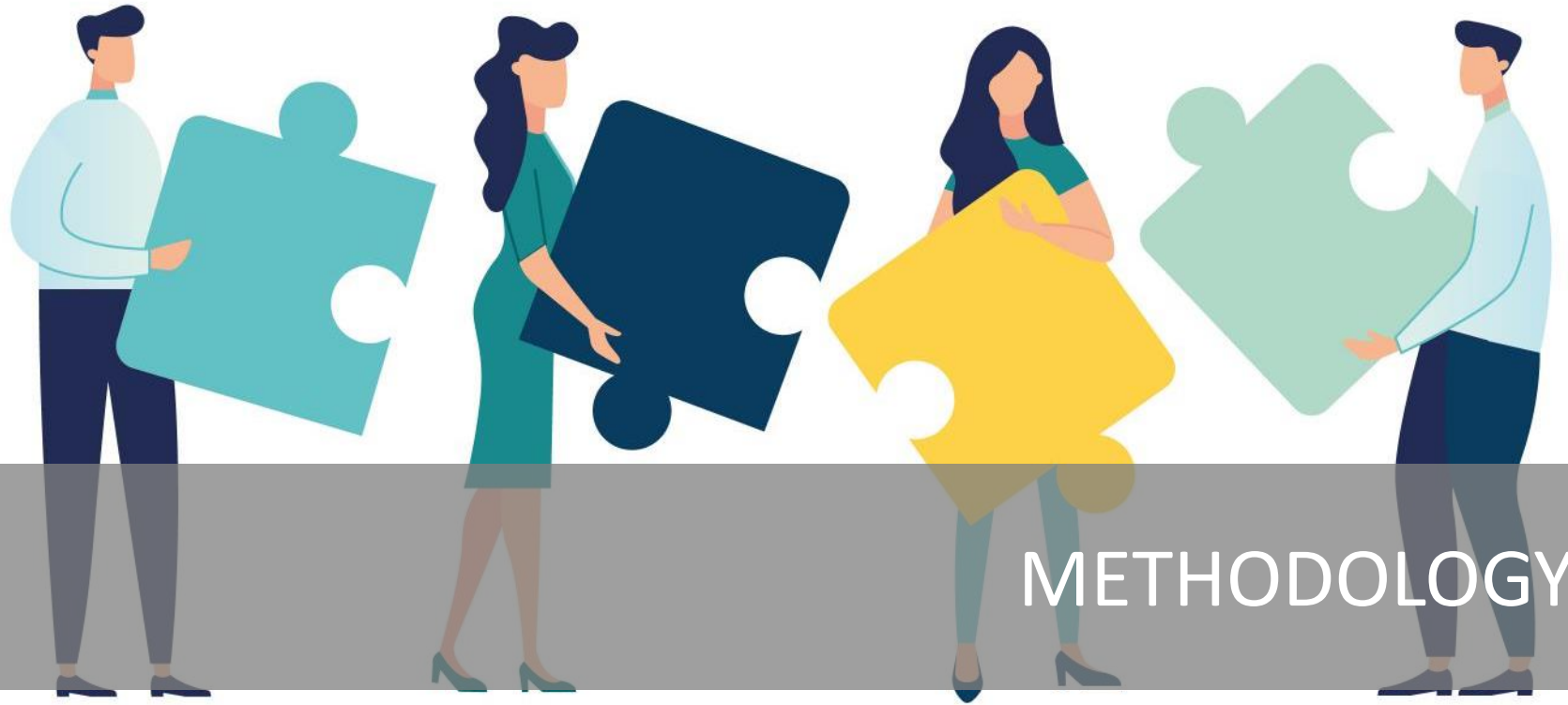
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METHODOLOGY

# Methodology



Online surveys with British Columbia residents were conducted via Leger's online panel, LEO.



From November 19 to 21, 2021



1001 residents of BC that are 18 years of age or older



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 1001 respondents would have a margin of error of  $\pm 3.1\%$ , 19 times out of 20.

**Note:** Since data presented in this report is rounded, the sums in graphs and tables (based on actual figures before rounding) may not match the manual addition of rounded numbers.



Key Findings

## Key findings – Natural Disasters



### Residents show concern over the personal affect of natural disasters, but few feel prepared for events that would likely displace them from home

- Most British Columbia residents are concerned that they will be affected by forest fires, heatwaves, and floods. However, few residents feel they are actually prepared to deal with these natural disasters, especially forest fires and flooding.



### British Columbians are prepared to stay safe, but only within their home

- Sixty-eight percent are prepared to stay safe in their home without power, water, or assistance for 72 hours
- Residents who live in Metro Vancouver, live in an urban area, or younger (18-34) feel the least prepared to stay in their home.



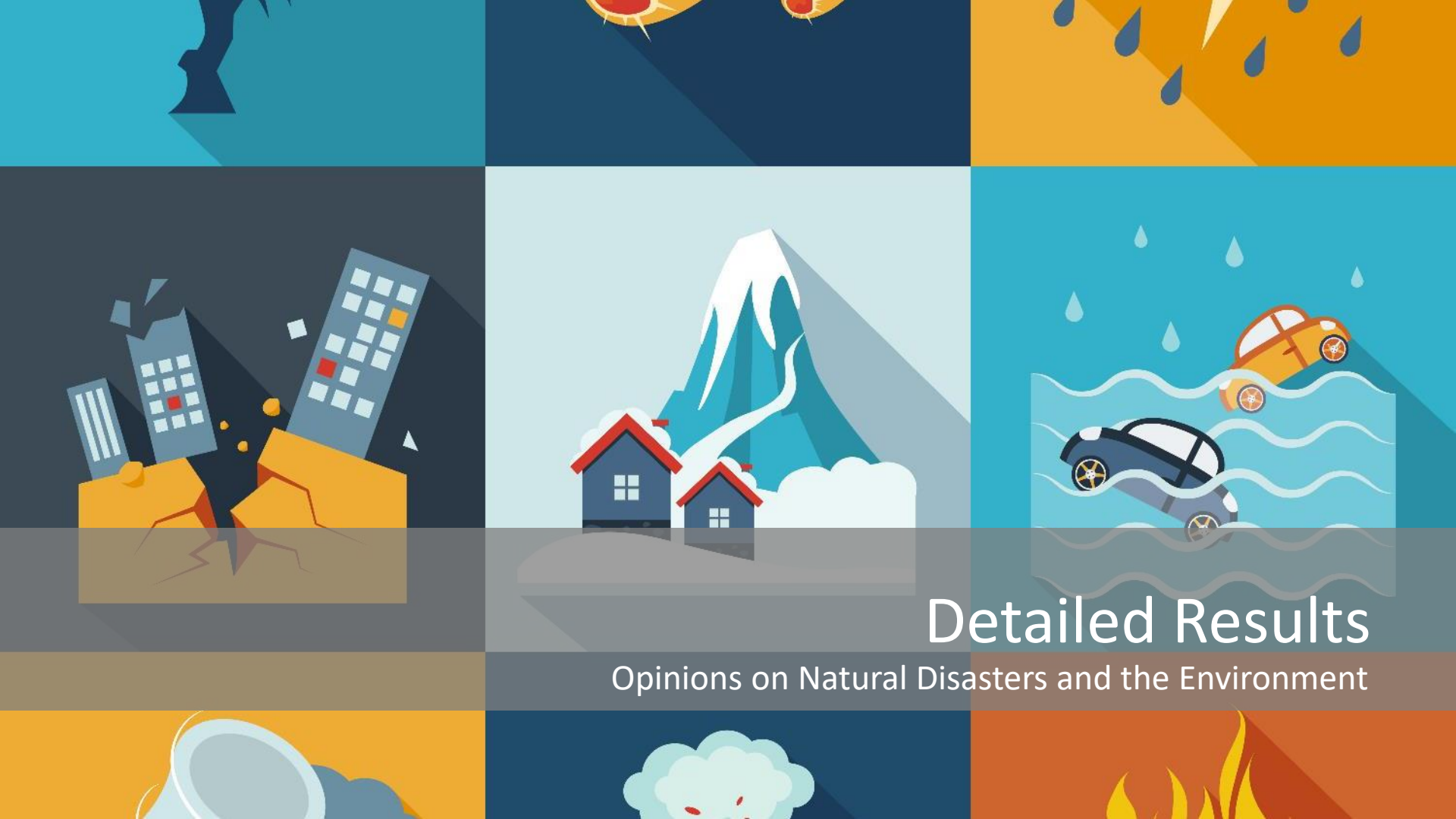
### British Columbians feel that natural disasters are increasing, especially due to climate change

- Three-quarters (74%) of British Columbians agree there has been an increase in natural disasters in the past 5 years, and that climate change is responsible for the amount of natural disasters.



### After the storm from November 13-15 resulting in flooding, British Columbians are feeling more stressed about the impacts of climate change and less optimistic that the effects from climate change can be reversed

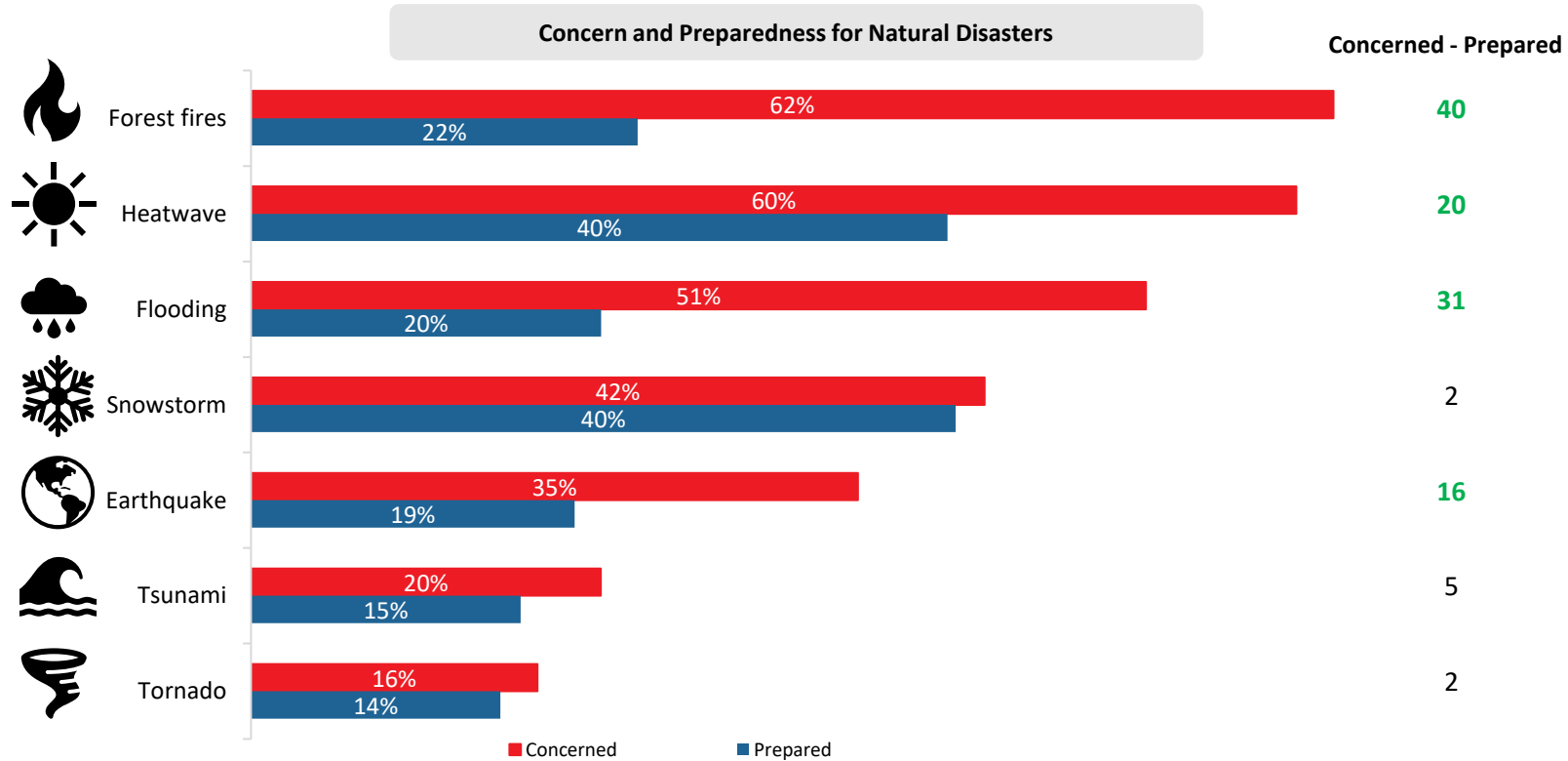
- Forty-one percent of British Columbians feel they are very stressed about what is happening and will happen to the environment as a result of climate change (in comparison to 29% - pre-flood).



# Detailed Results

Opinions on Natural Disasters and the Environment

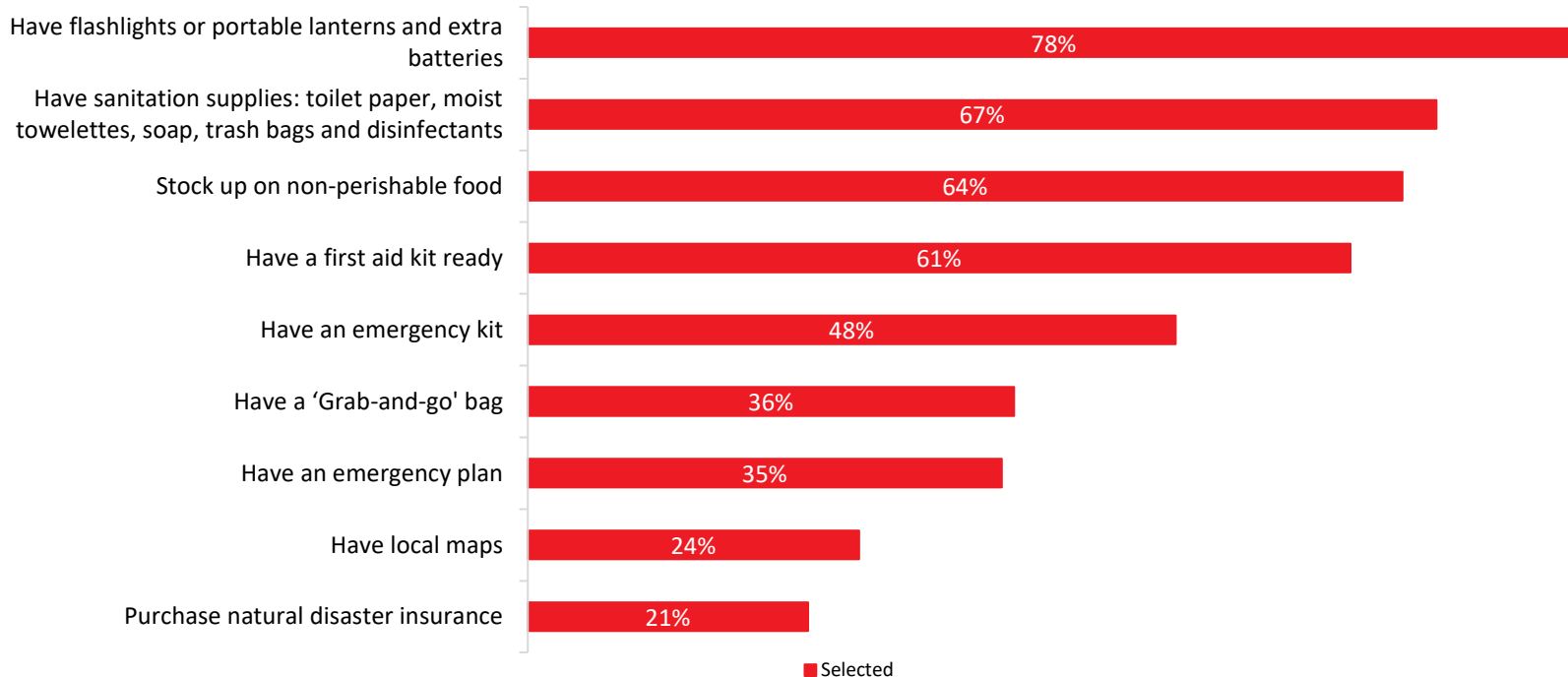
British Columbians are most concerned with natural disasters that have happened recently, such as forest fires, heatwaves, and flooding. In addition, residents feel ill-prepared for the natural disasters that would likely displace them from their home.





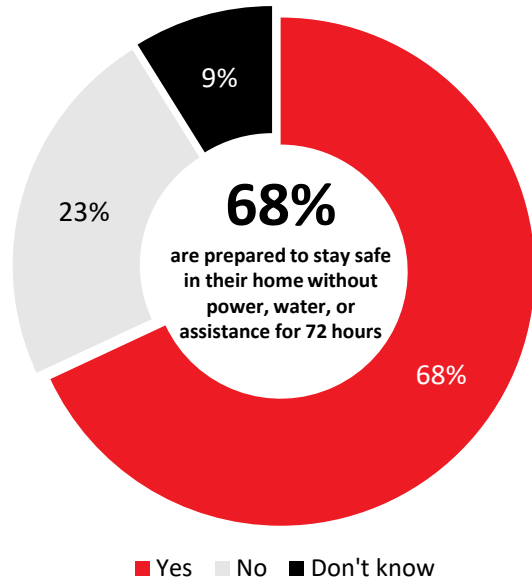
British Columbians who say they are prepared for a natural disaster do so by ensuring they have flashlights, sanitation supplies, non-perishable food, and first aid kits ready. Fewer residents have a 'grab-and-go' bag, indicating that less are prepared to be displaced from their home on short notice.

## Ways to Prepare for Natural Disasters



# Most British Columbians are prepared to stay safe for 72 hours in their home in the event of a natural disaster.

## Prepared in the Event of a Natural Disaster



## More Likely to be Unprepared



Living in Greater Vancouver



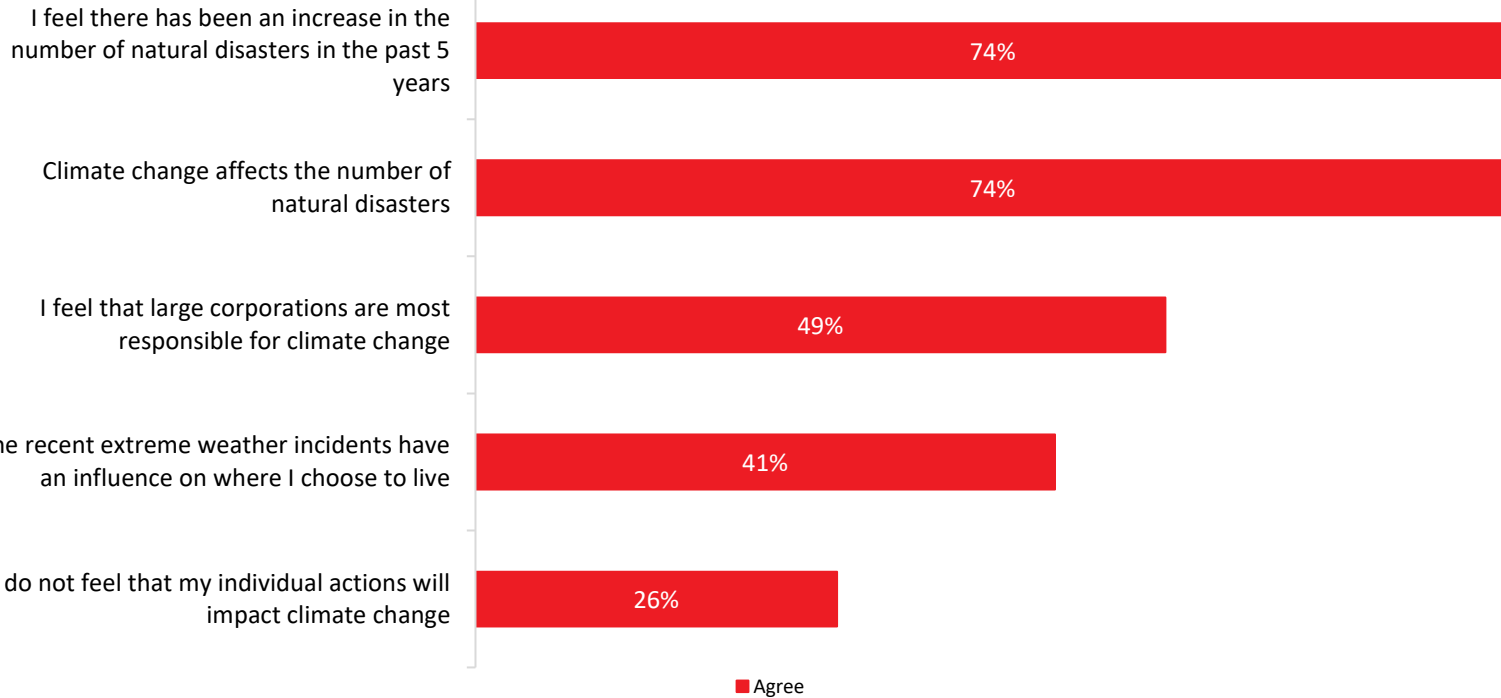
18-34 years old



Living in Urban Areas

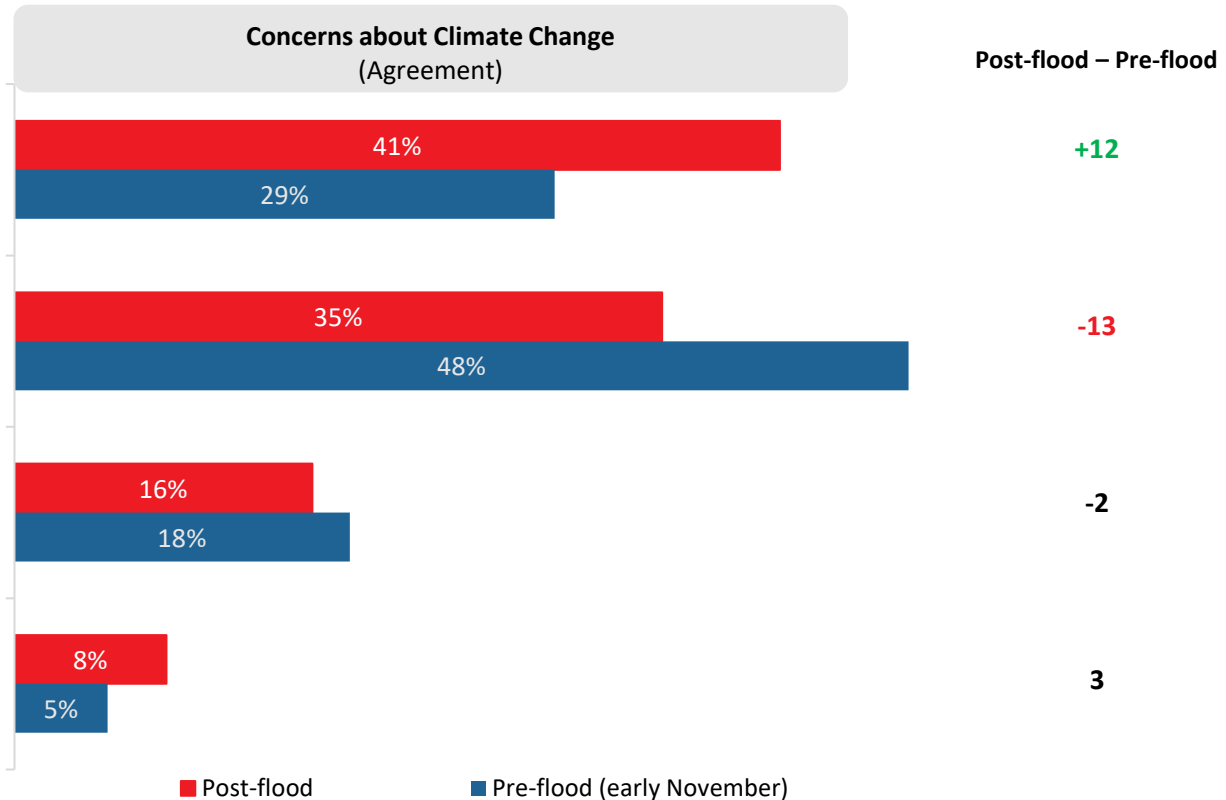
**British Columbians are feeling that there has been an increase in natural disasters in the past 5 years, and that climate change is responsible.**

**Agreement with Natural Disaster Statements**



■ Agree

**British Columbians appear to be more stressed about climate change and less optimistic the effects from climate change can be reversed after the flood resulting from the November 13-15 storm**



Q5. How much do you agree or disagree with the following statements?  
 Base: British Columbians (n=1001); British Columbians November 5-7 Pre-flood (n=165)



# RESPONDENT PROFILE

## RESPONDENT PROFILE

	Weighted
n=	1001
<b>Gender</b>	(%)
Male	48
Female	52
<b>Age</b>	
18 to 34	27
35 to 54	33
55 years of age or older	40
<b>Region</b>	
Greater Vancouver (Metro)	53
Greater Victoria	8
Rest of BC	39

	Weighted
n=	1001
<b>Household Income</b>	(%)
Less than \$40K	22
\$40K to less than \$80K	31
\$80K and over	38
Prefer not to answer	10
<b>Area</b>	
Urban	46
Suburban	40
Rural	13
Prefer not to answer / Don't know	<1
<b>Education</b>	
High school or less	32
College	38
University	29
Prefer not to answer	1
<b>Kids in Household</b>	
Yes	26
No	74
Prefer not to answer	<1

## RESPONDENT PROFILE

	Weighted
n=	1002
Employment status	(%)
Working full time	38
Working part time	11
Self-employed / freelance work	6
Student	8
Homemaker	5
Unemployed	6
Retired	26
I prefer not to answer	1

	Weighted
n=	1002
Own/Rent	(%)
Own	63
Rent	33
I prefer not to answer	4

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- **Leger**  
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 a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



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

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