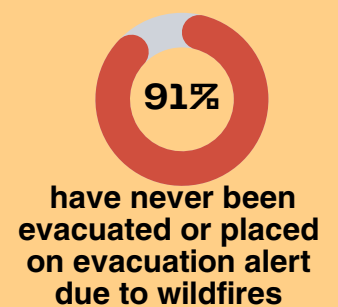
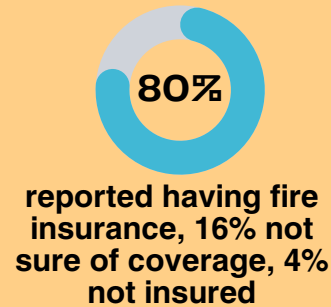
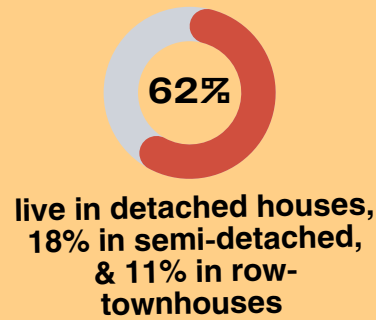


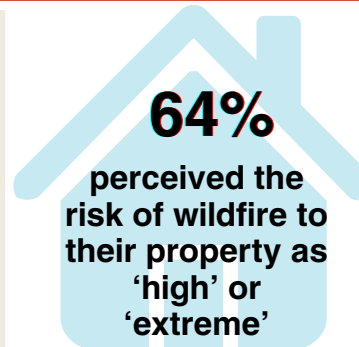
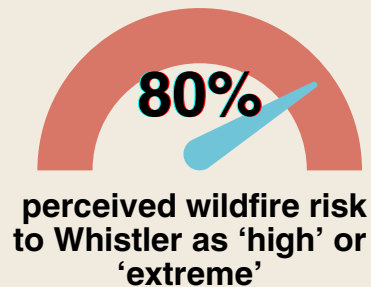
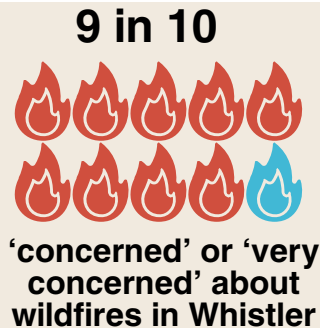
WILDFIRE RISK PERCEPTION AND PREPAREDNESS AMONG WHISTLER RESIDENTS

PARTICIPANTS' PROFILE

Attributes	Percentage of Participants
Male	49%
Female	49%
Aged 65 & above	39%
Aged 45 & above	85%
Net earning of \$70,000 or more annually	58%
Have postsecondary education	89%
Permanently resident in Whistler	85%
Fully or partly own their residence	90%
Live in a property aged 21 years and above	64%



PERCEIVED WILDFIRE RISK

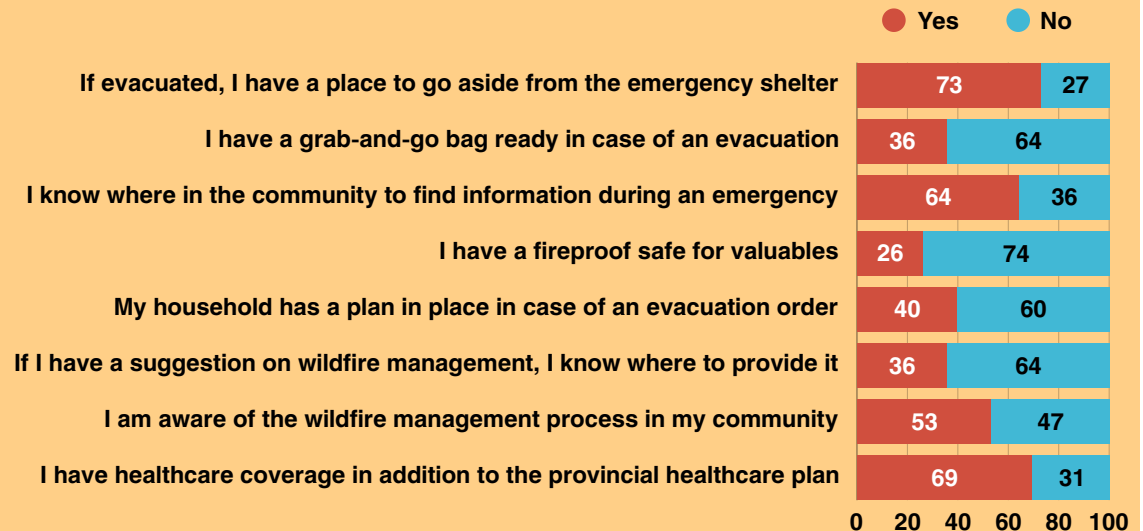


WILDFIRE PREPAREDNESS (%)

46% feel 'moderately prepared' for a possible future fire, 23% feel 'prepared' or 'very prepared'



49% feel their community is 'moderately prepared' for a possible future fire, 16% feel their community is 'prepared' or very 'prepared'



ENGAGEMENT WITH WILDFIRE RISK MITIGATION AMONG WHISTLER RESIDENTS

PERCEPTION OF WILDFIRE MITIGATION

73%

believe that landscape fuel management is effective for fire risk mitigation

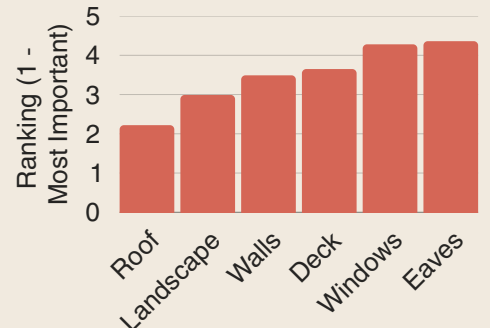
71%

'disagree', 'strongly disagree', or are 'neutral' that fuel thinning impacts their enjoyment of nature

76%

'agree' or 'strongly agree' that mitigation will significantly reduce damage to their property

Ranking of perceived importance in the protection of property against wildfires



Most Important ← → Least Important

ENGAGEMENT WITH FIRESMART

44%

have had a FireSmart assessment done for their property

54%

would like to have a FireSmart assessment

55% would have a FireSmart assessment at no cost, and 31% at a maximum cost of \$250

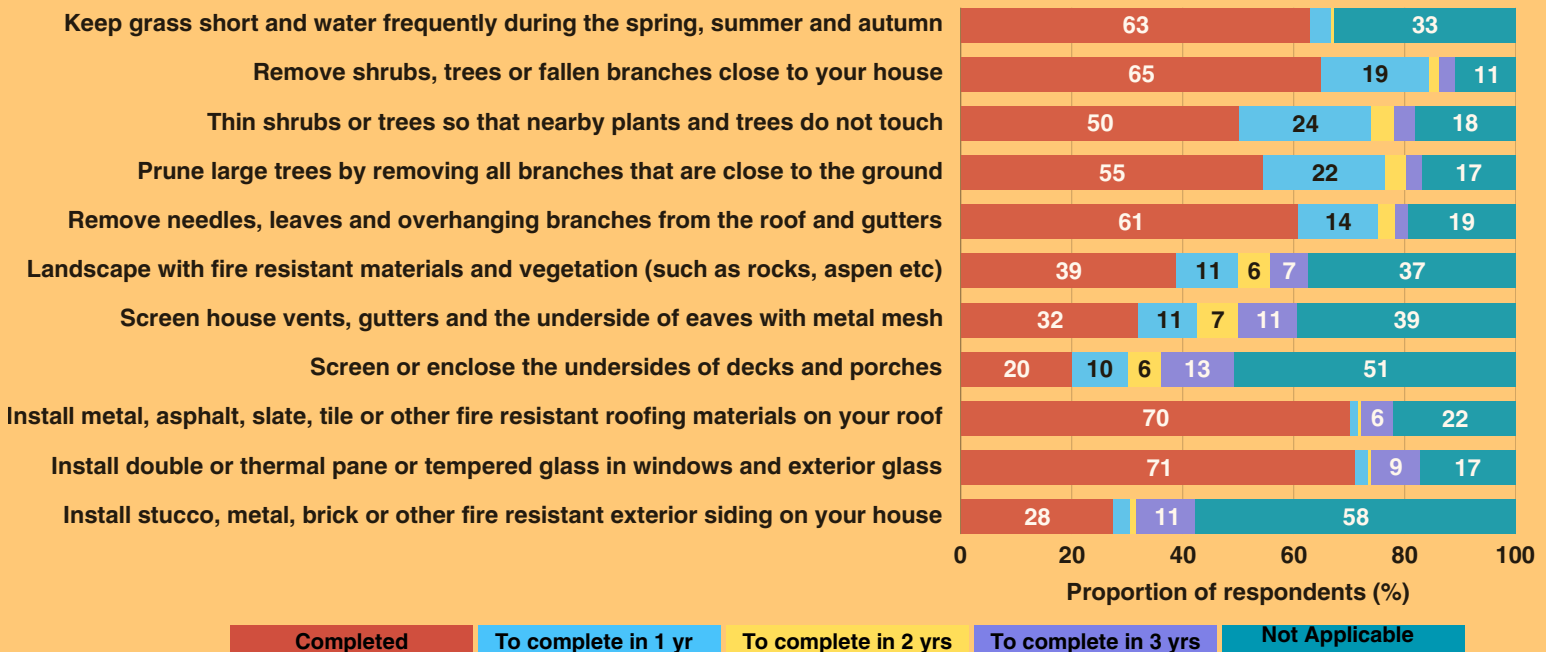


56% 'agree' or 'strongly agree' that it is difficult to find money for mitigation work

36%

'agree' or 'strongly agree' that they have the skills to complete wildfire risk mitigation work

MITIGATIVE ACTIONS COMPLETED OR PLANNED BY RESPONDENTS



Completed

To complete in 1 yr

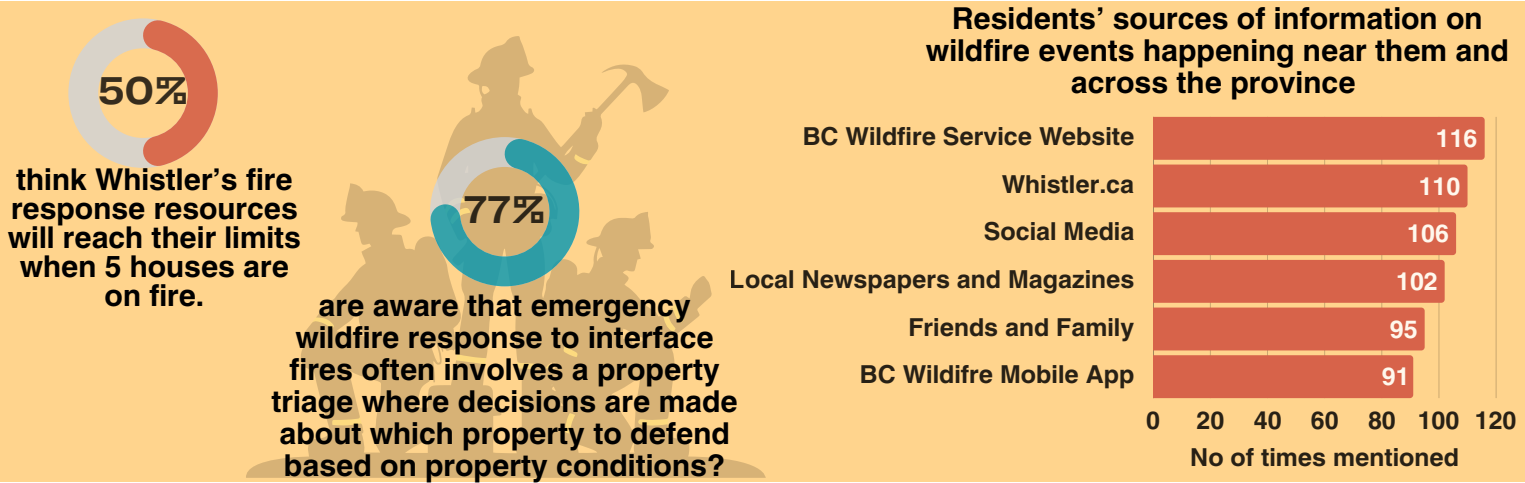
To complete in 2 yrs

To complete in 3 yrs

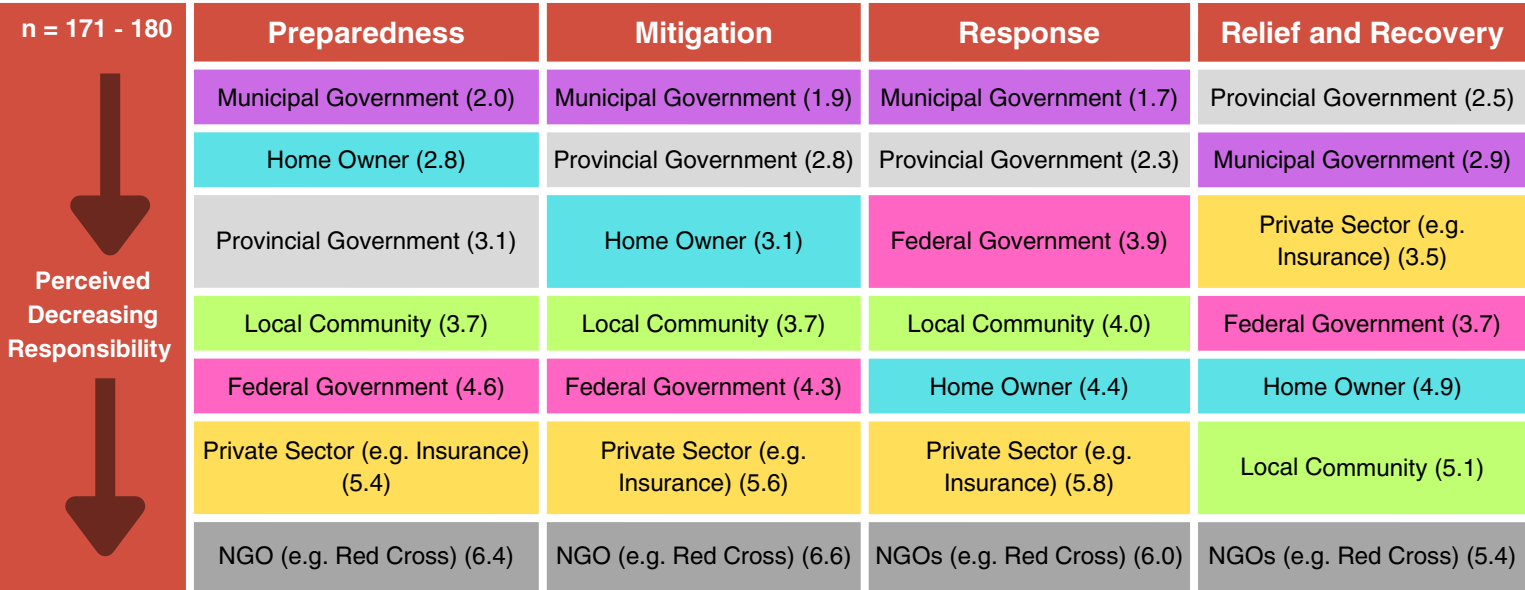
Not Applicable

KNOWLEDGE AND VALUES UNDERLYING ENGAGEMENT WITH WILDFIRE MANAGEMENT AMONG WHISTLER RESIDENTS

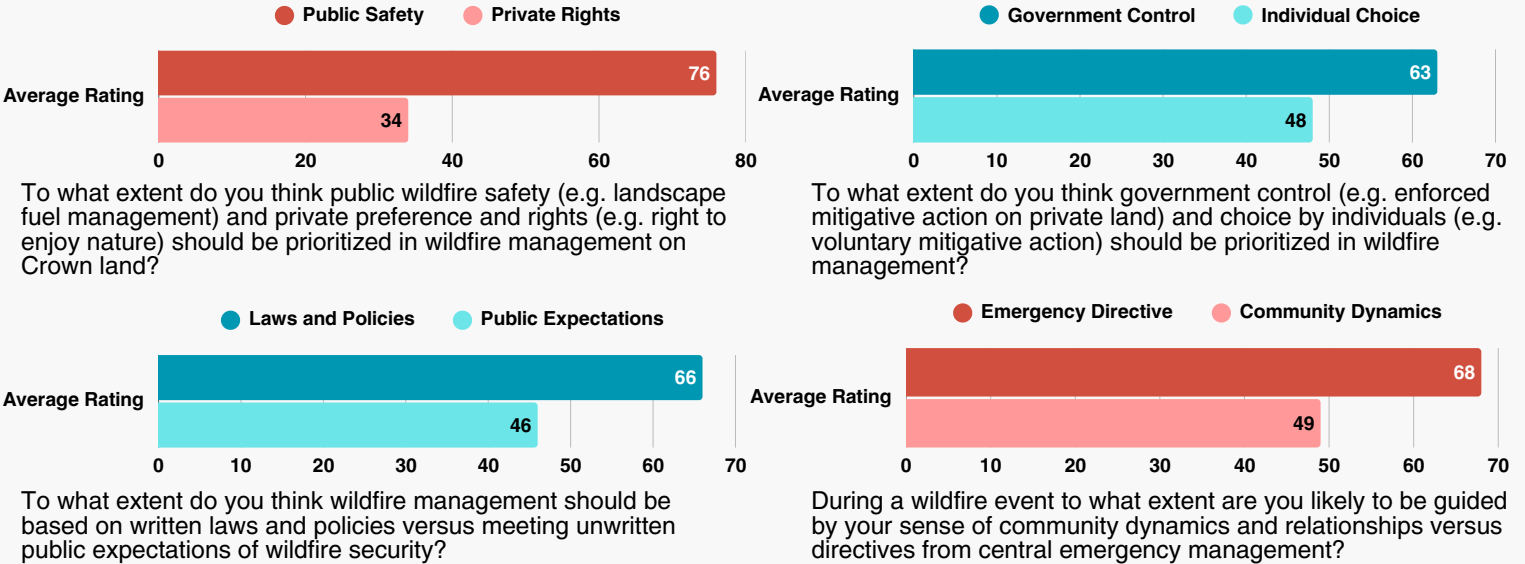
KNOWLEDGE OF WILDFIRE RESPONSE



PERCEIVED DISTRIBUTION OF RESPONSIBILITY FOR WILDFIRE MANAGEMENT (AVERAGE RANKING: 1 - 7)



VALUES UNDERLYING PUBLIC ENGAGEMENT WITH WILDFIRE MANAGEMENT (AVERAGE RATING: 0 - 100)



This infographic is the third in a 3-part series and a product of academic research involving a survey conducted in Whistler between April and October 2024. The survey, which was systematically conducted to cover all of Whistler's neighbourhoods, received 234 responses, although not every question was answered by every respondent. The research was funded by the Social Sciences and Humanities Research Council (SSHRC) of Canada. For more information on wildfire management in Whistler, visit Whistler.ca. For more information on this infographic, see 'Notes on Infographics' on Page 4 or contact Adeniyi Asiyambi, UBC Okanagan. a.asiyambi@ubc.ca

Notes on Infographics

This document accompanies a 3-part infographic series listed as follows:

- i. Wildfire Risk Perception and Preparedness among Whistler Residents (Page 1)
- ii. Engagement with Wildfire Risk Mitigation among Whistler Residents (Page 2)
- iii. Knowledge and Values Underlying Engagement with Wildfire Management among Whistler Residents (Page 3)

The Survey

The survey on which the infographics were based was conducted in Whistler between April and October 2024. The survey consisted of 62 questions of various formats, grouped into several sections. The survey was multimodal: respondents were invited to complete the survey online, and a follow-up invitation included a paper copy of the survey for those who had not completed it online but preferred to respond to a paper version.

Sampling

We employed a two-stage systematic sampling process to ensure a representative spread of sampled residences across Whistler. Using the 2024 Whistler civil address map and a list of Whistler's 297 residential streets, the first stage involved choosing every fourth street, and the second stage involved choosing every second residence. In total, 1311 residences were selected and sent a copy of the survey. With a permanent residency rate of approximately 50% across Whistler's residences, we assumed that about half of the survey respondents would be delivered to temporary accommodations, such as short-term rentals. We thus assumed that the effective sample size was approximately 650 residences. The survey received 234 responses.

Public knowledge, perception, and expectations around wildfires

Surveys have long been used in academic and policy research to understand patterns in public engagement with various issues, including wildfires. Understanding these patterns of public engagement can help interested stakeholders gauge how well-informed the public is regarding wildfire science, policies, and programs. Gaps in public knowledge, perception and expectations can then be the focus of awareness campaigns, policy interventions, and deliberative negotiations. At the same time, patterns of public engagement, as revealed by surveys, can indicate public readiness and social receptivity to particular social, policy, or technological innovations.

Wildfire management and emergency response in Whistler

For more information on Whistler's detailed plans, bylaws, policies and programs on wildfire preparedness, mitigation (including FireSmart), emergency response and recovery, visit [Whistler.ca](https://www.whistler.ca). All Whistler residents and visitors are encouraged to sign up for the Whistler emergency alert system at whistleralert.connectrocket.com

More information on this research

This research was conducted by a UBC Okanagan research team led by Dr Adeniyi Asiyambi (a.asiyambi@ubc.ca). The Social Sciences and Humanities Research Council of Canada funded the research project. In collaboration with the UBC Persuasive Technologies and Social Computing Lab (PASCL) led by Dr Ifeoma Adaji (ifeoma.adaji@ubc.ca), the research has led to the development of a free public wildfire planning mobile application, *WISEC* (Wildfire Security), which will be available on Android Google Play and iOS App Store in July 2025.