

# Regional Readiness: Seven in Ten in B.C. and Nearly Half in the Prairies Prepare for Wildfire Risk at Home.

National survey released July 2025  
Field: July 2<sup>nd</sup> to 6<sup>th</sup>, 2025  
Submission 2025-2860

THE GLOBE AND MAIL<sup>®</sup>



This survey gauges the opinion of Canadians on their response to recent Canadian wildfires.

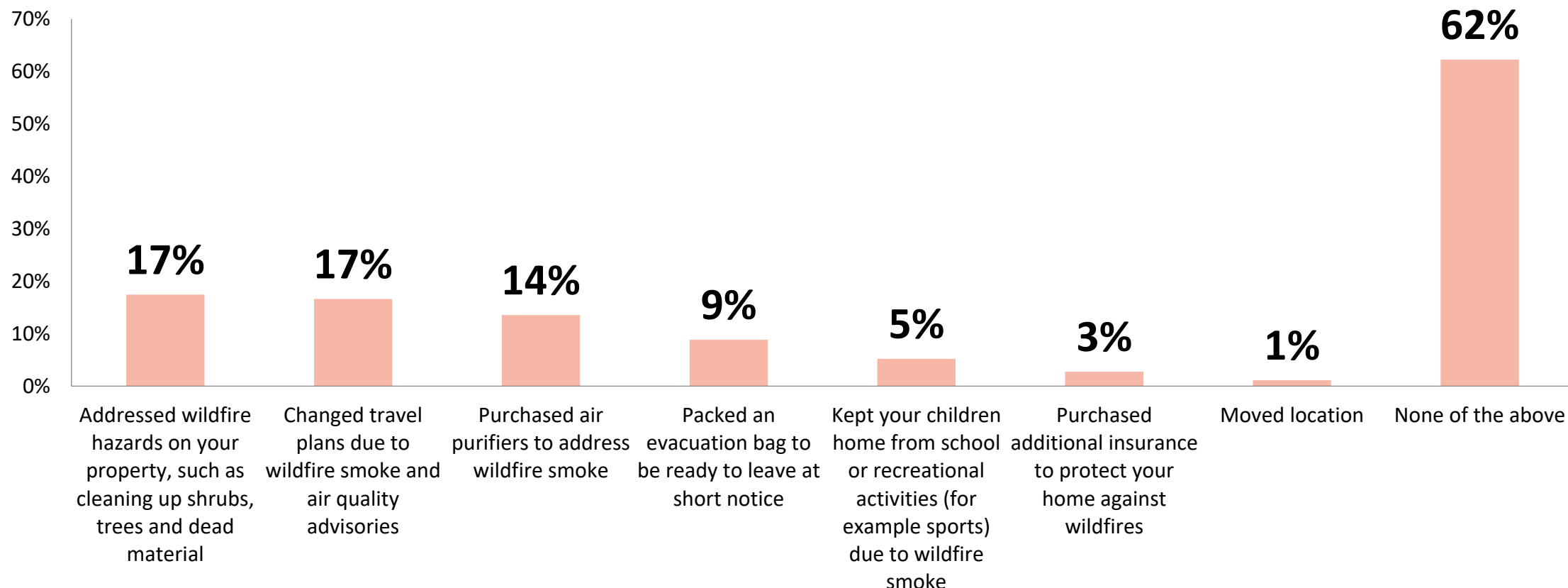
Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,047 Canadians, 18 years of age or older, between July 2<sup>nd</sup> and 6<sup>th</sup>, 2025 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed [here](#).

The research was commissioned by the Globe and Mail and was conducted by Nanos Research.

# Actions taken regarding wildfires concerns

Q - As you might know, in the past two years, there have been wildfires in Canada which have led to land and trees burning and air quality warnings across the country. In the past two years, what steps, if any, have you taken in your household to address any concerns you might have about wildfires? Please check all that apply. [RANDOMIZE]



\*Responses based on multiple selections.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 2<sup>nd</sup> to 6<sup>th</sup>, 2025, n=1,047, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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# Actions taken regarding wildfires concerns – by demographics

Q - As you might know, in the past two years, there have been wildfires in Canada which have led to land and trees burning and air quality warnings across the country. In the past two years, what steps, if any, have you taken in your household to address any concerns you might have about wildfires? Please check all that apply. [RANDOMIZE]

	2025-07 (n=1047)	Atlantic (n=105)	Quebec (n=220)	Ontario (n=352)	Prairies (n=214)	BC (n=156)	Men (n=544)	Women (n=499)	18 to 34 (n=159)	35 to 54 (n=390)	55 plus (n=498)
Addressed wildfire hazards on your property, such as cleaning up shrubs, trees and dead material	17.4%	26.5%	6.0%	12.2%	25.7%	36.2%	17.3%	17.4%	15.2%	16.4%	19.7%
Changed travel plans due to wildfire smoke and air quality advisories	16.6%	8.6%	7.9%	9.2%	33.1%	35.1%	15.5%	17.6%	21.3%	18.0%	12.5%
Purchased air purifiers to address wildfire smoke	13.6%	5.5%	5.1%	10.2%	20.9%	31.8%	11.7%	15.3%	17.5%	12.4%	11.8%
Packed an evacuation bag to be ready to leave at short notice	8.9%	14.7%	2.6%	6.7%	8.9%	22.5%	6.6%	10.7%	11.7%	8.2%	7.6%
Kept your children home from school or recreational activities (for example sports) due to wildfire smoke	5.2%	-	1.1%	4.9%	11.6%	7.3%	5.9%	4.6%	8.5%	5.8%	2.7%
Purchased additional insurance to protect your home against wildfires	2.8%	0.7%	-	3.3%	3.0%	6.7%	2.7%	2.8%	5.5%	2.0%	1.6%
Moved location	1.1%	-	0.8%	1.3%	1.0%	2.0%	1.0%	1.3%	1.9%	1.2%	0.6%
None of the above	62.3%	59.7%	80.4%	71.8%	44.3%	29.4%	63.7%	61.2%	58.3%	63.0%	64.3%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, July 2<sup>nd</sup> to 6<sup>th</sup>, 2025, n=1,047, accurate 3.0 percentage points plus or minus, 19 times out of 20.

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# METHODOLOGY

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,047 Canadians, 18 years of age or older, between July 2<sup>nd</sup> and 6<sup>th</sup>, 2025 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialing with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

[Full data tables with weighted and unweighted number of interviews is here.](#)

Note: Charts may not add up to 100 due to rounding





Element	Description	Element	Description
Research sponsor	The Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1,047 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Insights Lab	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	13 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, defense spending, automobile manufacturing, boycotts in response to US tariffs and a ban on gasoline-powered cars and SUVs.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	By region, age and gender: <a href="#">2025-2860 Globe June - wildfires - Formatted tabs</a>
Field Dates	July 2 <sup>nd</sup> to 6 <sup>th</sup> , 2025.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a>		



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ABOUT NANOS

# Any questions?

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