



TO: Environmental Defense Action Fund
FR: Morning Consult
DT: July 2021
RE: Results: Respondents' Perceptions of Wildfires and Extreme Heat



Bipartisan majorities of respondents support a wide array of measures to prevent wildfires, including expanding energy efficiency programs and adopting stronger pollution limits. Respondents believe in the importance of building resilience to wildfires through better forest management across all levels of government, and among private landowners. A bipartisan majority of respondents view action around the underlying climate-related factors that cause drought as important for lawmakers to address.

SUPPORT FOR POLICIES

RESPONDENTS EXPRESS SUPPORT FOR A VARIETY OF PROPOSALS AIMED AT CURBING THE IMPACT OF WILDFIRES AND EXTREME HEAT.

Percentage of Respondents Who Support the Following Measures to Reduce the Impacts of Wildfires and Extreme Heat				
% Support (strongly + somewhat)	Increasing funding for the U.S. forest service that would specifically be designated for preventing wildfires	Removing vegetation at risk of starting wildfires, such as dead trees, and selling or recycling it in order to generate revenue for restoration efforts	Investing in alert systems to notify at-risk communities when they may be in danger of a wildfire	Expanding energy efficiency programs to reduce the strain on electricity, gas and water systems, and our citizens' wallets
Respondents	82%	81%	81%	78%
Democrats	89%	88%	89%	88%
Independents	74%	75%	74%	72%
Republicans	81%	80%	76%	71%
Urban Respondents	83%	84%	84%	80%
Suburban Respondents	82%	82%	80%	79%
Rural Respondents	81%	78%	79%	75%

Methodology: This poll was conducted between June 17-June 19, 2021 among a sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on gender, educational attainment, age, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Percentage of Respondents Who Support the Following Measures to Reduce the Impacts of Wildfires and Extreme Heat (Cont.)

% Support (strongly + somewhat)	Increasing research around the causes of wildfires and the best solutions for preventing and managing them	Adopting stronger pollution limits for vehicles and power plants in order to increase air quality	Implementing policy and technical solutions that even the burden among citizens during a power outage crisis
Respondents	78%	72%	71%
Democrats	90%	89%	85%
Independents	72%	66%	62%
Republicans	68%	57%	62%
Urban Respondents	83%	78%	74%
Suburban Respondents	76%	71%	70%
Rural Respondents	75%	67%	69%

RESPONDENTS SAY BUILDING RESILIENCE TO WILDFIRES BY INVESTING IN BETTER FOREST MANAGEMENT IS IMPORTANT ACROSS ALL LEVELS OF GOVERNMENT AND AMONG PRIVATE LANDOWNERS.

- Around four in five respondents say it's important (very + somewhat) for the federal government (79%), state government (83%), local government (81%) and private landowners (80%) to invest in better forest management to build resilience to wildfires.

MAJORITIES OF RESPONDENTS ALSO SAY THEY'RE MORE LIKELY TO VOTE FOR A U.S. SENATE CANDIDATE RUNNING IN THEIR STATE IF THAT CANDIDATE WERE TO SUPPORT AGGRESSIVE ACTION TO ADDRESS WILDFIRES (56%) AND EXTREME HEAT (54%).

Percentage of Respondents Who Would Be More Likely to Vote for a U.S. Senate Candidate Who Supports Aggressive Action to Address the Following

% More Likely (much + somewhat)	Wildfires	Extreme Heat
Respondents	56%	54%
Northeastern Respondents	56%	58%
Midwestern Respondents	49%	48%
Southern Respondents	50%	51%
Western Respondents	70%	60%

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CONCERN AND IMPACT

CONCERN ABOUT WILDFIRES AND EXTREME HEAT IS HIGH.

- 78% of respondents say they're concerned about extreme heat, and 70% express concern over wildfires. Concern about wildfires and extreme heat spans community type:
 - Urban respondents: 75% concerned about wildfires, 81% concerned about extreme heat
 - Suburban respondents: 68% concerned about wildfires, 75% concerned about extreme heat
 - Rural respondents: 68% concerned about wildfires, 76% concerned about extreme heat

RESPONDENTS RECOGNIZE THE WIDE-RANGING AND HARMFUL IMPACTS WILDFIRES AND EXTREME HEAT HAVE HAD IN THE PAST 3-5 YEARS.

Percentage of Respondents Who Believe Wildfires and Extreme Heat Have Been Harmful to Each of the Following in the Past 3-5 Years:

% Harmful (very + somewhat)	Wildfires	Extreme Heat
Wildlife	82%	76%
The environment	78%	74%
Agriculture	76%	76%
Forests	80%	71%
Human health	78%	73%
Air quality	81%	70%
Safety of human life	79%	73%
Community health	73%	71%
U.S. power grid	64%	67%
Water quality	66%	62%
Safety of personal property (cars, homes)	77%	59%
Tourism and recreation	72%	63%

RESPONDENTS ARE CONCERNED ABOUT THE IMPACT OF DROUGHT AND VIEW IT AS A PRIORITY FOR LAWMAKERS TO PASS LEGISLATION ADDRESSING THE UNDERLYING CLIMATE-RELATED CAUSES OF DROUGHT.

- A majority of respondents are very concerned about the impact of drought on wildlife (56%), the U.S. agricultural sector (53%) and the environment (50%).
- Around three quarters of respondents believe it is important for lawmakers at the federal (76%), state (79%) and local (76%) levels to pass legislation to address the underlying climate-related factors that cause drought.

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