

TO: EDF Action

FR: Morning Consult

DT: September 15, 2020

RE: Results: Voter Perceptions on Recent Wildfires

Morning Consult conducted a survey, on behalf of EDF Action, between September 11th – September 13th, 2020 among a national sample of 2,000 Registered Voters. The interviews were conducted online. Results from the survey have a margin error of plus or minus 2 percentage points.

The survey sought to measure concern over and perceptions of harm from recent wildfires, as well as connections between wildfires and climate change more broadly.

KEY FINDINGS

Four in five voters (80%) say they're concerned about the wildfires affecting large parts of the U.S., with 52% saying they're *very* concerned.

Specifically, 81% of independent (swing) voters and 73% of Republican voters say they're concerned (somewhat + very concerned) about wildfires, as are 85% of Obama-Trump voters. And, a majority of voters across community types state their concern about wildfires: urban (84%), suburban (79%), rural (77%).

In addition, voters believe the wildfires have impacted wildlife (63%), the environment (60%) agriculture (54%), and water quality (39%) *a lot*.

Three quarters of voters (73%) say recent weather events like wildfires have made them more concerned about the impacts of climate change.

Concern about the impacts of climate change span party, including independents (75%) Republicans (56%), Republican women (57%), and Republican Millennials (68%).

Concern About Impacts of Climate Change	
% Total More Concerned (much + somewhat)	Impacts of climate change
Voters	73%
Democrats	87%
Independents (swing)	75%
Republicans	56%
Republican Women	57%
Republican Millennials	68%
Obama + Trump Voters	78%

Concern also spans generations, with 83% of GenZers, 78% of Millennials, 71% of GenXers, and 70% of Baby Boomers saying events like wildfires have made them more concerned about the impacts of climate change.

A majority of voters say wildfires have become both more frequent (79%) and more extreme (81%) in the past 3-5 years.

Frequency and Extremity of Wildfires		
Wildfires	% Total more frequent (somewhat + much more)	% Total more extreme (somewhat + much more)
Voters	79%	81%
Democrats	88%	90%
Independents (swing)	80%	81%
Republicans	69%	70%
Republican Women	72%	71%
Republican Millennials	71%	72%
Obama + Trump Voters	81%	83%

Swing voters also take note of wildfires' effects, with 81% of independent voters and 83% of Obama-Trump voters saying wildfires have become more extreme in the past 3-5 years. Additionally, 78% of Trump job approval swing voters (somewhat approve + somewhat disapprove) say wildfires have become more extreme.