TO: EDF Action

FR: Morning Consult

DT: September 16, 2020

RE: Results: Voter Perceptions on Recent Wildfires

Morning Consult conducted a survey, on behalf of EDF Action, between September 11th – September 15th, 2020 among a national sample of 400 Colorado Registered Voters. The interviews were conducted online. Results from the survey have a margin error of plus or minus 5 percentage points.

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

KEY FINDINGS

Nine in ten Colorado voters (91%) say they're concerned about the wildfires affecting large parts of the U.S.

Specifically, 87% of independent voters and 82% of Republican voters in Colorado say they're concerned (somewhat + very concerned) about wildfires. In addition, 92% of CO Trump job approval swing voters (somewhat favorable + somewhat unfavorable) say they're concerned about wildfires.

Three quarters of Colorado voters (77%) say recent weather events like wildfires have made them more concerned about the impacts of climate change.

Concern about the impacts of climate change among Colorado voters span party, with majorities of Democrats (94%) independent voters (79%) and Republicans (58%) in the state all saying they're more concerned (somewhat + much more concerned) about the impacts of climate change.

Concern About Impacts of Climate Change	
% Total More Concerned (much + somewhat)	Impacts of climate change
Colorado Voters	77%
Colorado Democrats	94%
Colorado Independents	79%
Colorado Republicans	58%
Colorado Swing Trump Job Approval	71%
Colorado Trump 2016 Voters	50%
Colorado Voters ages 18-34	93%
Colorado Voters Ages 56-74	75%
Urban Colorado Voters	84%
Suburban Colorado Voters	74%

Half of Trump 2016 voters in Colorado (50%) say they're more concerned about the impacts of climate change, as are 71% of Colorado Trump job approval swing voters. Concern also spans generations, with 93% of CO voters ages 18-34 and three quarters (75%) of CO voters ages 54-76 saying events like wildfires have made them *more concerned* about the impacts of climate change.

EDF ACTION
Advocacy partner of Environmental Defense Fund

A majority of Colorado voters say wildfires have become both more frequent (85%) and more extreme (87%) in the past 3-5 years.

Frequency and Extremity of Wildfires		
Wildfires	% Total more frequent (somewhat + much more)	% Total more extreme (somewhat + much more)
Colorado Voters	85%	87%
Colorado Democrats	96%	95%
Colorado Independents	90%	91%
Colorado Republicans	67%	73%
Colorado Trump 2016 Voters	63%	69%
Colorado Swing Trump Job Approval	82%	85%
Colorado Voters Ages 18-34	91%	97%
Colorado Voters Ages 56-74	77%	82%
Colorado Urban Voters	91%	86%
Colorado Suburban Voters	86%	86%

Swing voters especially take note of the extremity of these weather events, with 91% of Colorado independent voters and 85% of swing Trump job approval voters saying wildfires have become more extreme in the past 3-5 years. And, voters across age groups, including 97% of CO voters ages 18-34 and 82% of CO voters ages 54-76, say wildfires have become more extreme recently.

Prioritization for Climate Change Legislation	
Colorado Voters	% Priority (A top + important but not top priority)
Colorado Voters	81%
Colorado Democrats	94%
Colorado Independents	85%
Colorado Republicans	62%
Colorado Trump 2016 Voters	55%
Colorado Swing Trump Job Approval	80%
Colorado Voters Ages 18-34	96%
Colorado Voters Ages 56-74	70%
Colorado Urban Voters	85%
Colorado Suburban Voters	80%

Swing voters in Colorado, including 85% of CO independent voters, 80% of CO Trump job approval swing voters, and 80% of CO suburban voters say it should be a priority for the U.S. to pass climate change legislation.

Two thirds of Colorado voters (66%), including 62% of independent voters and 94% of liberal voters say they would more more likely (much + somewhat more) to vote for a U.S. senate candidate supporting aggressive action to address climate change.