

## KPBS/CERC Wildfire Poll (n=405, San Diego County Adults)

Hi this is \_\_\_\_\_ with Competitive Edge Research, a national polling firm and we're calling the good folks of San Diego County to ask your opinion on local issues. We are not selling anything. Most people find it interesting and all your answers will be kept strictly confidential. Please let me begin by asking . . .

Q1. What is your zipcode?	South City	15.6%
	North City	29.4
	South Burbs	10.6
	East Burbs	14.8
	North Burbs	10.9
	North Coastal	12.6
	East County	6.2

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Now I'd like to ask you a few questions about the recent wildfires in San Diego County.

Q2. Please tell me which comes closest to your situation . . .

I don't know anyone whose house was destroyed	46.2%
I know someone other than a friend or family member whose house was destroyed	25.7
I know a friend whose house was destroyed	22.7
My house or the house of a family member was destroyed by the fire	4.9
Unaware of fires	0.5

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Q3. In general, do you think . . . (*Statements were rotated*)

A lack of preparation on the part of public officials made the fire damage worse

.. or...

That no reasonable amount of preparation on the part of public officials would have reduced the amount of damage?

Lack of Preparation, Strongly	35.6%
Lack of Preparation, Somewhat	19.3
Damage Could Not Be Reduced, Somewhat	13.3
Damage Could Not Be Reduced, Strongly	18.5
Unsure ( <i>Not read</i> )	13.3

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Q4. Now that the wildfires are out, are you mainly concerned with . . . *(First three choices were rotated)*

Preventing similar fires from happening again	33.6%
Helping the residents who were displaced	32.3
Holding the people who might be to blame accountable	5.7
Are you not too concerned about the fires now	10.1
All of the above <i>(Not read)</i>	18.3

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Q5. To be better prepared for the next wildfire in San Diego County, which of the following would you like to see local officials concentrating on most . . . *(Choices were rotated)*

More firefighting equipment, including aerial vehicles	20.0%
Increased communication and coordination between the agencies involved in fighting large fires	18.5
More efforts to remove dead brush and trees	14.6
Limiting development in rural areas	6.9
More firefighting personnel	1.2
Laws that force property owners to protect themselves better	3.7
All of the above <i>(Not read)</i>	31.6
None of above <i>(Not read)</i>	1.7
Unsure <i>(Not read)</i>	1.7

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Q6. Thinking about ways to pay for additional fire protection, which of the following options would you be most likely to support . . . *(Choices were rotated)*

Not raise taxes at all but become more efficient using the firefighting funds we now have	39.5%
Raising taxes on people living in the most fire prone areas and designate those funds for firefighting	16.3
Raising taxes on tourists and designate those funds for firefighting	12.8
Raising taxes on property owners and designate those funds for firefighting	12.6
All of the above <i>(Not read)</i>	7.9
None of above <i>(Not read)</i>	5.9
Unsure <i>(Not read)</i>	4.9

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Thanks, now just to make sure we have a representative sample . . .

Q7. What is your main ethnic or racial heritage?

White	71.9%
Hispanic or Latino	10.1
African-American	4.0
Asian	4.4
Native American	1.5
Something else	3.0
Mixed race ( <i>Not read</i> )	4.0
Refused ( <i>Not read</i> )	1.2

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Q8. Please stop me when I reach your age category . . .

18 to 24	10.6%
25 to 34	13.3
35 to 44	17.3
45 to 54	22.0
55 to 64	13.1
65 to 74	13.3
75 and over	9.6
Refused ( <i>Not read</i> )	0.7

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Q9. And please stop me when I reach the category closest to your household's total annual income . . .

Less than \$20,000	8.9%
\$20 to 40,000	19.0
\$40 to 60,000	20.7
\$60 to 80,000	14.6
\$80 to 100,000	8.6
More than \$100,000	12.1
Refused ( <i>Not read</i> )	16.0

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Thanks for your time and your opinion counts.

Q10. Gender (by observation)

Male	46.4%
Female	53.6

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