

KPBS/CERC Wildfire Poll

Pure Demographics:

Table I. A2.		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over	Male	Female	
AREA	South City	19%	19%	13%	19%	13%	9%	15%	16%	15%	16%
	North City	28%	33%	34%	20%	30%	30%	33%	29%	29%	29%
	South Burbs	16%	11%	14%	10%	8%	9%	5%	12%	9%	11%
	East Burbs	2%	17%	17%	19%	15%	11%	18%	12%	18%	15%
	North Burbs	9%	4%	9%	15%	15%	17%	5%	12%	10%	11%
	North Coastal	14%	15%	10%	9%	9%	20%	15%	12%	13%	13%
	East County	12%	2%	3%	8%	9%	4%	8%	7%	6%	6%
Total	n=	43	54	70	89	53	54	39	188	217	405
FIRE VS NON-FIRE AREA	Fire Area	35%	28%	33%	36%	38%	31%	38%	34%	35%	34%
	Non-Fire Area	65%	72%	67%	64%	62%	69%	62%	66%	65%	66%
Total	n=	43	54	70	89	53	54	39	188	217	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Pure Demographics:

Table I. A3.		AGE						GENDER		Total	
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over	Male		Female
ETHNICITY	White	45%	69%	73%	66%	84%	89%	87%	71%	74%	73%
	Hispanic or Latino	33%	11%	14%	9%	4%	2%	0%	9%	11%	10%
	Other Ethnicity	21%	20%	13%	25%	12%	9%	13%	19%	15%	17%
Total	n=	42	54	70	88	51	53	39	185	215	400
INCOME	<\$20k	8%	4%	6%	9%	14%	15%	30%	10%	11%	11%
	\$20 to 40k	44%	25%	11%	17%	16%	28%	33%	19%	26%	23%
	\$40 to 60k	15%	33%	27%	22%	20%	28%	26%	24%	25%	25%
	\$60 to 80k	18%	14%	26%	22%	11%	15%	4%	17%	18%	17%
	\$80 to 100k	0%	8%	19%	14%	14%	0%	7%	12%	9%	10%
	>\$100k	15%	16%	10%	17%	25%	13%	0%	19%	11%	14%
Total	n=	39	51	62	78	44	39	27	161	179	340

Competitive Edge Research & Communication, Inc.
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 San Diego, CA 92101

Pure Demographics:

Table I. A4.		AGE						Total	
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74		75 and over
GENDER	Male	51%	43%	54%	44%	49%	43%	38%	46%
	Female	49%	57%	46%	56%	51%	57%	62%	54%
Total	n=	43	54	70	89	53	54	39	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Pure Demographics:

Table I. B1.		AREA						FIRE VS NON-FIRE AREA		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Fire Area		Non-Fire Area
AGE	18 to 24	13%	10%	16%	2%	9%	12%	20%	11%	11%	11%
	25 to 34	16%	15%	14%	15%	5%	16%	4%	11%	15%	13%
	35 to 44	15%	21%	23%	20%	14%	14%	8%	17%	18%	17%
	45 to 54	27%	15%	21%	28%	30%	16%	28%	23%	22%	22%
	55 to 64	11%	14%	9%	13%	18%	10%	20%	15%	12%	13%
	65 to 74	8%	14%	12%	10%	20%	22%	8%	12%	14%	13%
	75 and over	10%	11%	5%	12%	5%	12%	12%	11%	9%	10%
Total	n=	62	117	43	60	44	51	25	137	265	402
GENDER	Male	48%	46%	53%	37%	52%	43%	52%	46%	47%	46%
	Female	52%	54%	47%	63%	48%	57%	48%	54%	53%	54%
Total	n=	63	119	43	60	44	51	25	138	267	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Pure Demographics:

Table I. B2.		AREA						FIRE VS NON-FIRE AREA		Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Fire Area		Non-Fire Area
ETHNICITY	White	60%	75%	58%	80%	84%	82%	64%	78%	70%	73%
	Hispanic or Latino	18%	6%	26%	7%	7%	4%	12%	9%	11%	10%
	Other Ethnicity	22%	19%	16%	13%	9%	14%	24%	13%	19%	17%
Total	n=	60	119	43	60	44	49	25	138	262	400
INCOME	<\$20k	16%	6%	8%	18%	11%	5%	11%	12%	10%	11%
	\$20 to 40k	30%	18%	26%	20%	17%	22%	37%	19%	25%	23%
	\$40 to 60k	21%	22%	36%	31%	29%	24%	0%	24%	25%	25%
	\$60 to 80k	11%	24%	15%	15%	20%	16%	11%	18%	17%	17%
	\$80 to 100k	14%	14%	3%	11%	9%	3%	11%	11%	10%	10%
	>\$100k	7%	15%	13%	5%	14%	30%	32%	17%	13%	14%
Total	n=	56	99	39	55	35	37	19	113	227	340

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 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. B3.		AREA						Total	
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal		East County
FIRE VS NON-FIRE AREA	Fire Area	0%	51%	12%	60%	36%	0%	80%	34%
	Non-Fire Area	100%	49%	88%	40%	64%	100%	20%	66%
Total	n=	63	119	43	60	44	51	25	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Pure Demographics:

Table I. C1.		ETHNICITY			INCOME						Total
		White	Hispanic or Latino	Other Ethnicity	<\$20k	\$20 to 40k	\$40 to 60k	\$60 to 80k	\$80 to 100k	>\$100k	
AGE	18 to 24	7%	34%	13%	8%	22%	7%	12%	0%	12%	11%
	25 to 34	13%	15%	16%	6%	17%	20%	12%	11%	16%	13%
	35 to 44	18%	24%	13%	11%	9%	20%	27%	34%	12%	17%
	45 to 54	20%	20%	33%	19%	17%	20%	29%	31%	27%	22%
	55 to 64	15%	5%	9%	17%	9%	11%	8%	17%	22%	13%
	65 to 74	16%	2%	7%	17%	14%	13%	10%	0%	10%	13%
	75 and over	12%	0%	7%	22%	12%	8%	2%	6%	0%	10%
Total	n=	289	41	67	36	77	84	59	35	49	402
GENDER	Male	45%	41%	53%	44%	39%	46%	46%	54%	61%	46%
	Female	55%	59%	47%	56%	61%	54%	54%	46%	39%	54%
Total	n=	291	41	68	36	77	84	59	35	49	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
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KPBS/CERC Wildfire Poll

Pure Demographics:

Table I. C2.		ETHNICITY			INCOME						Total
		White	Hispanic or Latino	Other Ethnicity	<\$20k	\$20 to 40k	\$40 to 60k	\$60 to 80k	\$80 to 100k	>\$100k	
AREA	South City	12%	27%	19%	25%	22%	14%	10%	23%	8%	16%
	North City	31%	17%	34%	17%	23%	26%	41%	40%	31%	29%
	South Burbs	9%	27%	10%	8%	13%	17%	10%	3%	10%	11%
	East Burbs	16%	10%	12%	28%	14%	20%	14%	17%	6%	15%
	North Burbs	13%	7%	6%	11%	8%	12%	12%	9%	10%	11%
	North Coastal	14%	5%	10%	6%	10%	11%	10%	3%	22%	13%
	East County	5%	7%	9%	6%	9%	0%	3%	6%	12%	6%
Total	n=	291	41	68	36	77	84	59	35	49	405
FIRE VS NON-FIRE AREA	Fire Area	37%	29%	26%	39%	27%	32%	34%	34%	39%	34%
	Non-Fire Area	63%	71%	74%	61%	73%	68%	66%	66%	61%	66%
Total	n=	291	41	68	36	77	84	59	35	49	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Pure Demographics:

Table I. C3.		ETHNICITY			Total
		White	Hispanic or Latino	Other Ethnicity	
INCOME	<\$20k	8%	8%	20%	11%
	\$20 to 40k	20%	32%	27%	23%
	\$40 to 60k	27%	24%	17%	25%
	\$60 to 80k	16%	21%	20%	17%
	\$80 to 100k	12%	5%	5%	10%
	>\$100k	16%	11%	10%	14%
Total	n=	242	38	59	340

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
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KPBS/CERC Wildfire Poll

Association with Wildfire Demographics:

Table II. A1.		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over	Male	Female	
KNOW SOMEONE WHOSE HOUSE WAS DESTROYED BY WILDFIRES	Don't know anyone	51%	44%	43%	38%	38%	63%	56%	47%	46%	46%
	Know someone other than a friend or family member	16%	33%	31%	29%	26%	13%	23%	24%	27%	26%
	Know a Friend	26%	19%	24%	26%	26%	17%	18%	24%	21%	23%
	My house or the House of a Family Member	7%	4%	1%	6%	8%	7%	3%	5%	5%	5%
	Unaware of Fires	0%	0%	0%	1%	2%	0%	0%	0%	1%	0%
Total	n=	43	54	70	89	53	54	39	188	217	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Association with Wildfire Demographics:

Table II. A2.		AREA							FIRE VS NON-FIRE AREA		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Fire Area	Non-Fire Area	
KNOW SOMEONE WHOSE HOUSE WAS DESTROYED BY WILDFIRES	Don't know anyone	57%	44%	56%	30%	48%	65%	12%	37%	51%	46%
	Know someone other than a friend or family member	19%	31%	23%	35%	23%	16%	24%	27%	25%	26%
	Know a Friend	19%	19%	19%	30%	25%	14%	52%	30%	19%	23%
	My house or the House of a Family Member	3%	6%	2%	3%	5%	6%	12%	6%	4%	5%
	Unaware of Fires	2%	0%	0%	2%	0%	0%	0%	1%	0%	0%
Total	n=	63	119	43	60	44	51	25	138	267	405

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 2170 Fourth Avenue
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KPBS/CERC Wildfire Poll

Association with Wildfire Demographics:

Table II. A3.		ETHNICITY			INCOME						Total
		White	Hispanic or Latino	Other Ethnicity	<\$20k	\$20 to 40k	\$40 to 60k	\$60 to 80k	\$80 to 100k	>\$100k	
KNOW SOMEONE WHOSE HOUSE WAS DESTROYED BY WILDFIRES	Don't know anyone	42%	59%	57%	58%	44%	52%	44%	29%	31%	46%
	Know someone other than a friend or family member	29%	20%	18%	14%	26%	27%	25%	34%	37%	26%
	Know a Friend	24%	22%	18%	14%	22%	19%	29%	31%	27%	23%
	My house or the House of a Family Member	5%	0%	6%	8%	8%	1%	2%	6%	6%	5%
	Unaware of Fires	0%	0%	1%	6%	0%	0%	0%	0%	0%	0%
Total	n=	291	41	68	36	77	84	59	35	49	405

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Association with Wildfire Attitudinals:

Table II. A4.		LACK OF PREPARATION VS DAMAGE COULD NOT BE REDUCED				TAX VS NO TAX			Total	
		Damage Could Not be Reduced, strongly	Damage Could Not be Reduced, somewhat	Unsure	Lack of Preparation, somewhat	Lack of Preparation, strongly	No Tax	Tax		Unsure
KNOW SOMEONE WHOSE HOUSE WAS DESTROYED BY WILDFIRES	Don't know anyone	39%	50%	61%	47%	42%	46%	44%	60%	46%
	Know someone other than a friend or family member	32%	26%	20%	22%	26%	24%	29%	15%	26%
	Know a Friend	23%	22%	13%	26%	25%	24%	21%	20%	23%
	My house or the House of a Family Member	5%	2%	6%	4%	6%	6%	4%	0%	5%
	Unaware of Fires	1%	0%	0%	1%	0%	0%	0%	5%	0%
Total	n=	75	54	54	78	144	160	201	20	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
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KPBS/CERC Wildfire Poll

Preparation Opinion Demographics:

Table III. A1.		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over	Male	Female	
LACK OF PREPARATION VS DAMAGE COULD NOT BE REDUCED	Damage Could Not be Reduced, strongly	21%	19%	21%	19%	15%	13%	23%	19%	18%	19%
	Damage Could Not be Reduced, somewhat	26%	19%	17%	11%	8%	9%	5%	11%	15%	13%
	Unsure	2%	9%	9%	15%	17%	24%	18%	13%	14%	13%
	Lack of Preparation, somewhat	28%	15%	21%	13%	25%	20%	18%	18%	20%	19%
	Lack of Preparation, strongly	23%	39%	31%	42%	36%	33%	36%	39%	33%	36%
Total	n=	43	54	70	89	53	54	39	188	217	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Preparation Opinion Demographics:

Table III. A2.		AREA							FIRE VS NON-FIRE AREA		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Fire Area	Non-Fire Area	
LACK OF PREPARATION VS DAMAGE COULD NOT BE REDUCED	Damage Could Not be Reduced, strongly	16%	16%	21%	12%	18%	27%	32%	21%	17%	19%
	Damage Could Not be Reduced, somewhat	21%	9%	16%	17%	9%	12%	12%	9%	15%	13%
	Unsure	3%	13%	19%	13%	14%	18%	24%	16%	12%	13%
	Lack of Preparation, somewhat	21%	24%	19%	12%	23%	20%	8%	18%	20%	19%
	Lack of Preparation, strongly	40%	39%	26%	47%	36%	24%	24%	36%	36%	36%
Total	n=	63	119	43	60	44	51	25	138	267	405

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 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Preparation Opinion Demographics:

Table III. A3.		ETHNICITY			INCOME						Total
		White	Hispanic or Latino	Other Ethnicity	<\$20k	\$20 to 40k	\$40 to 60k	\$60 to 80k	\$80 to 100k	>\$100k	
LACK OF PREPARATION VS DAMAGE COULD NOT BE REDUCED	Damage Could Not be Reduced, strongly	18%	22%	18%	17%	23%	15%	20%	11%	22%	19%
	Damage Could Not be Reduced, somewhat	13%	24%	6%	6%	16%	17%	15%	17%	10%	13%
	Unsure	13%	5%	18%	17%	9%	14%	8%	11%	8%	13%
	Lack of Preparation, somewhat	19%	15%	22%	17%	19%	17%	24%	20%	24%	19%
	Lack of Preparation, strongly	36%	34%	37%	44%	32%	37%	32%	40%	35%	36%
Total	n=	291	41	68	36	77	84	59	35	49	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Preparation Opinion Attitudinals:

		KNOW SOMEONE WHOSE HOUSE WAS DESTROYED BY WILDFIRES				TAX VS NO TAX			Total
		Don't know anyone	Know someone other than a friend or family member	Know a Friend	My house or the House of a Family Member	No Tax	Tax	Unsure	
Table III. A4.									
LACK OF PREPARATION VS DAMAGE COULD NOT BE REDUCED	Damage Could Not be Reduced, strongly	16%	23%	18%	20%	21%	15%	30%	19%
	Damage Could Not be Reduced, somewhat	14%	13%	13%	5%	14%	11%	15%	13%
	Unsure	18%	11%	8%	15%	11%	14%	20%	13%
	Lack of Preparation, somewhat	20%	16%	22%	15%	16%	24%	10%	19%
	Lack of Preparation, strongly	33%	37%	39%	45%	39%	35%	25%	36%
Total	n=	187	104	92	20	160	201	20	405

Competitive Edge Research & Communication, Inc.
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 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Future Wildfire Concerns Demographics:

Table IV. A1.		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over	Male	Female	
FUTURE CONCERNS WITH WILDFIRES	Preventing Similar Fires from Happening again	19%	28%	26%	37%	49%	31%	41%	37%	30%	34%
	Helping the Residents Who Were Displaced	49%	41%	37%	31%	19%	30%	21%	27%	37%	32%
	Not too Concerned About the Fires Now	16%	11%	14%	9%	8%	4%	10%	12%	9%	10%
	Holding the People Who Might be to Blame Accountable	12%	6%	3%	2%	9%	4%	10%	8%	4%	6%
	All of the Above	5%	15%	20%	20%	15%	31%	18%	16%	20%	18%
Total	n=	43	54	70	89	53	54	39	188	217	405
PREFERRED FUTURE WILDFIRE PREPARATION	More firefighting equipment, including aerial vehicles	23%	19%	20%	17%	28%	13%	26%	18%	22%	20%
	Increased communication and coordination between the agencies	14%	20%	16%	25%	21%	13%	13%	23%	15%	19%
	More efforts to remove dead brush and trees	28%	11%	11%	12%	17%	15%	13%	15%	14%	15%
	Limiting development in rural areas	7%	11%	4%	9%	6%	7%	3%	5%	8%	7%
	Laws that force property owners to protect themselves better	0%	6%	7%	2%	0%	6%	5%	3%	4%	4%
	More firefighting personnel	0%	2%	1%	2%	0%	2%	0%	1%	2%	1%
	All of the Above	21%	24%	34%	33%	26%	41%	41%	32%	31%	32%
	None of Above	5%	4%	3%	0%	0%	2%	0%	2%	1%	2%
	Unsure	2%	4%	3%	0%	2%	2%	0%	2%	2%	2%
Total	n=	43	54	70	89	53	54	39	188	217	405

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 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Future Wildfire Concerns Demographics:

Table IV. A2.		AREA							FIRE VS NON-FIRE AREA		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Fire Area	Non-Fire Area	
FUTURE CONCERNS WITH WILDFIRES	Preventing Similar Fires from Happening again	27%	33%	35%	38%	39%	39%	20%	29%	36%	34%
	Helping the Residents Who Were Displaced	37%	36%	35%	27%	27%	27%	32%	36%	31%	32%
	Not too Concerned About the Fires Now	14%	9%	12%	10%	11%	6%	8%	12%	9%	10%
	Holding the People Who Might be to Blame Accountable	10%	5%	2%	8%	2%	4%	8%	6%	6%	6%
	All of the Above	13%	17%	16%	17%	20%	24%	32%	18%	18%	18%
Total	n=	63	119	43	60	44	51	25	138	267	405
PREFERRED FUTURE WILDFIRE PREPARATION	More firefighting equipment, including aerial vehicles	16%	18%	5%	23%	23%	29%	32%	24%	18%	20%
	Increased communication and coordination between the agencies	22%	23%	23%	13%	27%	2%	12%	23%	16%	19%
	More efforts to remove dead brush and trees	11%	13%	14%	17%	16%	22%	12%	11%	16%	15%
	Limiting development in rural areas	3%	7%	14%	3%	5%	14%	4%	2%	9%	7%
	Laws that force property owners to protect themselves better	3%	3%	2%	3%	2%	10%	4%	3%	4%	4%
	More firefighting personnel	0%	3%	0%	2%	2%	0%	0%	2%	1%	1%
	All of the Above	40%	31%	40%	37%	20%	20%	32%	32%	31%	32%
	None of Above	3%	2%	2%	0%	2%	0%	4%	1%	2%	2%
Unsure	2%	2%	0%	2%	2%	4%	0%	1%	2%	2%	
Total	n=	63	119	43	60	44	51	25	138	267	405

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KPBS/CERC Wildfire Poll

Future Wildfire Concerns Demographics:

Table IV. A3.		ETHNICITY			INCOME						Total
		White	Hispanic or Latino	Other Ethnicity	<\$20k	\$20 to 40k	\$40 to 60k	\$60 to 80k	\$80 to 100k	>\$100k	
FUTURE CONCERNS WITH WILDFIRES	Preventing Similar Fires from Happening again	35%	29%	28%	42%	25%	32%	32%	37%	35%	34%
	Helping the Residents Who Were Displaced	32%	32%	34%	36%	38%	33%	39%	20%	24%	32%
	Not too Concerned About the Fires Now	8%	22%	12%	3%	10%	12%	8%	26%	12%	10%
	Holding the People Who Might be to Blame Accountable	6%	5%	4%	6%	8%	5%	7%	9%	6%	6%
	All of the Above	18%	12%	22%	14%	19%	18%	14%	9%	22%	18%
Total	n=	291	41	68	36	77	84	59	35	49	405
PREFERRED FUTURE WILDFIRE PREPARATION	More firefighting equipment, including aerial vehicles	19%	24%	22%	25%	16%	14%	24%	26%	22%	20%
	Increased communication and coordination between the agencies	18%	22%	16%	19%	10%	20%	17%	20%	22%	19%
	More efforts to remove dead brush and trees	16%	10%	10%	11%	16%	17%	19%	14%	14%	15%
	Limiting development in rural areas	7%	5%	7%	3%	6%	14%	7%	6%	2%	7%
	Laws that force property owners to protect themselves better	3%	5%	4%	6%	5%	2%	3%	0%	6%	4%
	More firefighting personnel	1%	2%	1%	0%	3%	2%	2%	0%	0%	1%
	All of the Above	33%	27%	31%	33%	39%	27%	27%	34%	29%	32%
	None of Above	1%	2%	6%	0%	3%	0%	2%	0%	4%	2%
Unsure	2%	2%	1%	3%	3%	2%	0%	0%	0%	2%	
Total	n=	291	41	68	36	77	84	59	35	49	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Future Wildfire Concerns Attitudinals:

		KNOW SOMEONE WHOSE HOUSE WAS DESTROYED BY WILDFIRES				LACK OF PREPARATION VS DAMAGE COULD NOT BE REDUCED					TAX VS NO TAX			Total
		Don't know anyone	Know someone other than a friend or family member	Know a Friend	My house or the House of a Family Member	Damage Could Not be Reduced, strongly	Damage Could Not be Reduced, somewhat	Unsure	Lack of Preparation, somewhat	Lack of Preparation, strongly	No Tax	Tax	Unsure	
Table IV. A4.														
FUTURE CONCERNS WITH WILDFIRES	Preventing Similar Fires from Happening again	33%	30%	37%	40%	28%	24%	28%	33%	42%	38%	35%	20%	34%
	Helping the Residents Who Were Displaced	27%	38%	36%	30%	41%	41%	31%	36%	23%	31%	33%	25%	32%
	Not too Concerned About the Fires Now	12%	9%	10%	5%	9%	17%	17%	9%	6%	12%	10%	5%	10%
	Holding the People Who Might be to Blame Accountable	6%	7%	3%	5%	5%	4%	2%	9%	6%	4%	6%	5%	6%
	All of the Above	21%	16%	14%	20%	16%	15%	22%	13%	22%	15%	16%	45%	18%
Total	n=	187	104	92	20	75	54	54	78	144	160	201	20	405
PREFERRED FUTURE WILDFIRE PREPARATION	More firefighting equipment, including aerial vehicles	20%	19%	23%	5%	16%	17%	13%	23%	24%	24%	20%	5%	20%
	Increased communication and coordination between the agencies	16%	20%	17%	35%	25%	11%	17%	13%	22%	23%	16%	10%	19%
	More efforts to remove dead brush and trees	15%	15%	14%	10%	13%	7%	19%	17%	15%	20%	9%	15%	15%
	Limiting development in rural areas	8%	6%	5%	10%	7%	19%	7%	3%	5%	6%	8%	0%	7%
	Laws that force property owners to protect themselves better	4%	6%	2%	0%	8%	7%	2%	0%	3%	4%	4%	5%	4%
	More firefighting personnel	1%	2%	0%	5%	0%	2%	0%	4%	1%	1%	2%	0%	1%
	All of the Above	32%	29%	36%	30%	24%	33%	39%	38%	28%	19%	38%	55%	32%
	None of Above	2%	3%	0%	5%	4%	4%	0%	0%	1%	3%	0%	0%	2%
Unsure	3%	0%	2%	0%	3%	0%	4%	3%	1%	2%	1%	10%	2%	
Total	n=	187	104	92	20	75	54	54	78	144	160	201	20	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Wildfire Payment Method Demographics:

Table VI. A1.		AGE							GENDER		Total
		18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 and over	Male	Female	
PAYMENT METHOD FOR ADDITIONAL FIRE PROTECTION	Not raise taxes at all	65%	50%	37%	35%	32%	31%	31%	42%	37%	40%
	Raising taxes on people living in the most fire prone areas	2%	15%	17%	13%	25%	26%	13%	19%	14%	16%
	Raising taxes on tourists	14%	11%	11%	15%	13%	11%	15%	7%	18%	13%
	Raising taxes on property owners	7%	17%	11%	16%	13%	13%	8%	13%	12%	13%
	All of the Above	5%	6%	4%	11%	9%	6%	15%	7%	9%	8%
	None of the Above	2%	0%	9%	6%	6%	9%	10%	8%	4%	6%
	Unsure	5%	2%	10%	4%	2%	4%	8%	3%	6%	5%
Total	n=	43	54	70	89	53	54	39	188	217	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

Wildfire Payment Method Demographics:

Table VI. A2.		AREA							FIRE VS NON-FIRE AREA		Total
		South City	North City	South Burbs	East Burbs	North Burbs	North Coastal	East County	Fire Area	Non-Fire Area	
PAYMENT METHOD FOR ADDITIONAL FIRE PROTECTION	Not raise taxes at all	41%	41%	49%	32%	34%	41%	36%	41%	39%	40%
	Raising taxes on people living in the most fire prone areas	19%	14%	19%	7%	25%	22%	12%	10%	19%	16%
	Raising taxes on tourists	10%	13%	12%	18%	16%	10%	8%	12%	13%	13%
	Raising taxes on property owners	10%	11%	7%	23%	7%	12%	24%	16%	11%	13%
	All of the Above	10%	9%	9%	7%	7%	6%	4%	9%	7%	8%
	None of the Above	10%	5%	5%	3%	9%	4%	8%	4%	7%	6%
	Unsure	2%	6%	0%	10%	2%	6%	8%	8%	3%	5%
Total	n=	63	119	43	60	44	51	25	138	267	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Wildfire Payment Method Demographics:

		ETHNICITY			INCOME						Total
		White	Hispanic or Latino	Other Ethnicity	<\$20k	\$20 to 40k	\$40 to 60k	\$60 to 80k	\$80 to 100k	>\$100k	
Table VI. A3.											
PAYMENT METHOD FOR ADDITIONAL FIRE PROTECTION	Not raise taxes at all	37%	49%	47%	50%	43%	31%	42%	49%	41%	40%
	Raising taxes on people living in the most fire prone areas	17%	5%	21%	19%	14%	17%	20%	20%	14%	16%
	Raising taxes on tourists	14%	15%	7%	8%	13%	18%	10%	9%	16%	13%
	Raising taxes on property owners	13%	20%	7%	14%	9%	13%	14%	11%	16%	13%
	All of the Above	9%	5%	4%	3%	9%	13%	7%	0%	6%	8%
	None of the Above	6%	2%	7%	0%	8%	6%	3%	6%	2%	6%
	Unsure	5%	5%	6%	6%	4%	2%	3%	6%	4%	5%
Total	n=	291	41	68	36	77	84	59	35	49	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Wildfire Payment Method Attitudinals:

		KNOW SOMEONE WHOSE HOUSE WAS DESTROYED BY WILDFIRES				LACK OF PREPARATION VS DAMAGE COULD NOT BE REDUCED					Total
		Don't know anyone	Know someone other than a friend or family member	Know a Friend	My house or the House of a Family Member	Damage Could Not be Reduced, strongly	Damage Could Not be Reduced, somewhat	Unsure	Lack of Preparation, somewhat	Lack of Preparation, strongly	
Table VI. A4.											
PAYMENT METHOD FOR ADDITIONAL FIRE PROTECTION	Not raise taxes at all	40%	37%	41%	50%	44%	41%	31%	33%	43%	40%
	Raising taxes on people living in the most fire prone areas	16%	21%	12%	10%	12%	20%	13%	28%	12%	16%
	Raising taxes on tourists	12%	15%	12%	10%	9%	7%	9%	17%	16%	13%
	Raising taxes on property owners	11%	13%	16%	10%	11%	13%	19%	10%	13%	13%
	All of the Above	8%	8%	7%	15%	9%	2%	11%	8%	8%	8%
	None of the Above	6%	4%	8%	5%	7%	11%	9%	1%	5%	6%
	Unsure	6%	3%	4%	0%	8%	6%	7%	3%	3%	5%
Total	n=	187	104	92	20	75	54	54	78	144	405

Competitive Edge Research & Communication, Inc.
 2170 Fourth Avenue
 San Diego, CA 92101

KPBS/CERC Wildfire Poll

Preferred Future Wildfire Method by Wildfire Payment Method:

		PREFERRED FUTURE WILDFIRE PREPARATION							Total
		More firefighting equipment, including aerial vehicles	Increased communication and coordination between the agencies	More efforts to remove dead brush and trees	Limiting development in rural areas	Laws that force property owners to protect themselves better	More firefighting personnel	All of the Above	
Table VI. A5.									
PAYMENT METHOD FOR ADDITIONAL FIRE PROTECTION	Not raise taxes at all	47%	48%	54%	32%	40%	20%	24%	40%
	Raising taxes on people living in the most fire prone areas	16%	15%	10%	25%	33%	20%	18%	16%
	Raising taxes on tourists	20%	13%	10%	11%	0%	40%	12%	13%
	Raising taxes on property owners	12%	13%	10%	11%	20%	20%	13%	13%
	All of the Above	2%	3%	2%	11%	0%	0%	17%	8%
	None of the Above	1%	5%	8%	11%	0%	0%	7%	6%
	Unsure	1%	3%	5%	0%	7%	0%	9%	5%
Total	n=	81	75	59	28	15	5	128	405

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